

INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week
 Gag of the Week
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 He Ain't to Blame
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Stories of the Week

General Motors Corp. is famous for its policy of promoting men from within its ranks. Naturally, when President C. E. Wilson recruited a few "outsiders" for his staff, some junior executives raised their eyebrows.

Wilson dismissed the problem admirably. "General Motors hasn't signed a closed shop agreement with managers," he succinctly.

"Some people think that bumming is a bed of roses, but they just don't know what we are up against," griped a Man of the Road. "We sleep in the open. Fine, sometimes. Mostly it's cold or raining or snowing, though; and park benches are hard. Never know when you'll be trundled in jail, either. Often we go hungry, and . . ."

"Why don't you give it up, then?" interrupted his bored listener.

"Huh? And admit I'm a failure?"

Gag of the Week

"My poor fellow," patronized a would-be reformer, "what started you drinking? Was it your divorce?"

"Huh-uh. I took to liquor after I saw a drop of water under a microscope."—General Electric News

Philosophy of the Week

"In a growing business, every man who prepares a better man to take over his job provides a stepping stone for himself."—W. T. GRANT

"An over-organized business wastes just as much money as one without organization. The transmission uses up all the motor's power."

—ANDRE MAUROIS

"The man who is so busy that he does not have time to read good trade papers is like the man who was so busy chopping wood that he didn't have time to sharpen his axe."—Cue To Business.

"No entertainment is so cheap as reading, nor any pleasure so lasting."

—LADY MONTAGU

Verse of the Week

(Submitted by a reader of this column who says she gets tired of being upstaged.)

"You ought to get married," said Mary (of course)

Neglecting to say she's applied for divorce).

"Why haven't you married?" Lou asks in surprise

(While bleak disillusion stares out from her eyes).

"You're missing so much, all alone," pities May.

(She thinks I don't know how they fuss every day).

My friends seem distressed 'cause I'm still fancy free,

(I'm tempted to think they'd trade places with me).

A. STENO

How To Sell Women?

Last week a subscriber in Paris, Illinois (12 miles north from our old home town of Marshall) braced us with a problem. He'd read plenty of manufacturers' promotion pieces. He had studied the laugh-trimmed advice in *One Foot in the Door, It's a Great Life*, and *Both Feet on the Ground*. He was doing fairly well as a dealer, thanks to these printed helps, and to the assistance of field men.

BUT: most of his customers are women, and he says he can't understand feminine psychology.

Frankly, "Dope" can't either. By good fortune this dilemma, which isn't at all unusual, was turned over

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'No Limit' Game In Order on Trade-Ins As Down Payment

DETROIT—The "lid" is "all the way off" in the matter of how trade-ins can be accepted as down payments in the sale of new refrigerators, home freezers, and other major appliances, under the terms of Amendment 4 to Regulation W. This amendment was issued by the Federal Reserve Board at the direction of the Congress.

In line with the will of Congress, this provision sets no limit on trade-in allowances or requires that the traded-in article be of the same kind as that purchased.

There seemed little chance that the board would require the use of "trade-in guides" such as is the case in the automobile field. For one thing, the board is apparently trying to avoid setting up any further restrictions other than those permitted by Congress, and then an FRB representative pointed out that the use of trade-in guides is not "traditional" in the appliance field as it is in automobile selling.

Some New York City appliance store chains have started to advertise that no cash will be required with a trade-in on a refrigerator priced at \$189.75. This means that an allowance of at least \$28.46 would be given on whatever was offered and accepted in trade. The dealer could also permit a higher allowance on the trade-in, thus making the time payments easier.

However, a trade-in allowance less than 15% of the purchase price without additional cash would be a violation.

First reactions by appliance retail-
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G-E Uses Selective Marketing Plan for 1/2-Ton Window Unit

BLOOMFIELD, N.J.—General Electric Co.'s air conditioning department has had under way this summer a selective marketing program for an all-new 1/2-ton window-mounted room air conditioner, reports Harry J. Wines, manager of distribution sales.

Distribution for the current year is being limited to 16 specific areas, ranging from Baltimore and Buffalo in the east to Corpus Christi in the south and St. Louis and Kansas City in the midwest. In this way, G-E is maintaining a close control over sales and service activities during the introductory period.

Features being concentrated on in promotion of the room cooler are "Triple Air-Focus" grilles for wide choice of air pattern; "Whiskaway" stale air exhaust for fast and positive pumpout; and "Quiet-Flow" blowers for quiet operation.

In the air pattern selection, three circular louvers, readily adjusted by
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Civilian Goods Producers Under CMP on Oct. 1

WASHINGTON, D. C.—Extension of the Controlled Materials Plan by Oct. 1 to cover manufacturers of consumers durable goods was announced Aug. 7 by Defense Production Administrator Manly Fleischmann.

Manufacturers of consumer goods who now draw their supplies of steel, copper, and aluminum from the open market must apply for government allocation permits by Aug. 15 "or risk being unable to get materials," Fleischmann said.

Under the new plan the legal open market in steel, copper, and aluminum will no longer exist.

Fleischmann said the supplies of critical materials sufficient to insure the production of an "adequate" number of passenger automobiles, appliances, and other consumer goods would be guaranteed for the remainder of the year through CMP.

He said that the nation must undergo complete controls of critical materials to guarantee steady, if reduced, supplies to keep the civilian economy healthy without jeopardizing arms output and the growth of the basic industrial plant.

M-4A Construction Order Explained

WASHINGTON, D. C.—The construction industry goes under the Controlled Materials Plan on Oct. 1 and until that time construction starts requiring more than specified minimum quantities of steel, copper, and aluminum are prohibited, the National Production Authority declared in issuing a new series of construction orders recently.

The old construction order M-4 was revoked and replaced by M-4A on Aug. 3, while CMP Regulation 6 was amended to include the changes made in the M order.

As a result of the new moves, small construction projects that use little steel and copper and no aluminum (except for fabricated products on the CMP B list or in industrial construction) can go ahead on a self-allotment basis. Construction
 (Concluded on Page 4, Column 4)

Mfrs.' Pricing Under CPR 22, 30 Can't Include Overhead Costs Yet

WASHINGTON, D. C.—Some manufacturers have the incorrect impression that they are to figure their costs, including overhead, up to July 26 to find their ceiling prices under Ceiling Price Regulations 22 and 30. This is not true, the Office of Price Stabilization warned recently.

They must figure their ceilings under the provisions of these orders as they existed before the new Defense Production Act became effective on Aug. 1, OPS officials emphasized. These regulations do not provide for increases in overhead costs.

Some confusion has arisen over this point, they said, because of the so-called Capehart amendment to the Defense Production Act, providing that ceilings on materials and services must reflect increases or decreases in costs, including overhead, up to July 26.
 (Concluded on Page 25, Column 1)

CRMA Sees Better Prospects; Urges 'Keep Advertising'

CHICAGO — An old-fashioned "town meeting" was staged by the members of the Commercial Refrigerator Manufacturers Association here on Aug. 3 as a feature of the group's annual meeting. Several panels of executives explored various phases of the confused economic situation and came up with some pertinent advice, which might be summarized in one sentence:

"Don't get panicky over a current letdown in demand; we are still doing business at several times the pre-war rate, and there is nothing in the present picture that cannot be cured by a dose of good, sound salesmanship."

The restrictions imposed by NPA's construction order, M-4, were blamed for much of the slackening in demand for refrigerated food display and storage fixtures, especially with chain and supermarket buyers. Another contributing factor, it was agreed, is the state of mind of the average food retailer, whose own economic status has been so thoroughly muddled by a complexity of OPS regulations, that he is neither in the mood nor has the time to think about re-equipping his place of business—plus the over-all effect of more cautious buying by housewives at counters where some foods, such as meat, must be sold by the karat instead of the pound. Short crops, bad weather, and floods in some areas were also tabbed as contributing factors.

The majority believed, however, that the situation is only a temporary one, and that as the impact of government defense spending builds up, it can only result in a resumption
 (Concluded on Back Page, Column 1)

Exhibit Space for NFFLI Show Almost Sold Out

CINCINNATI — Sale of exhibit space for the annual convention of the National Frozen Food Locker Institute to be held here Sept. 16 to 19 "is running far ahead of previous years," announces Robert L. Madeira, executive secretary.

By the middle of July, 50 of the 59 exhibit spaces at the Netherland-Plaza hotel had already been sold, he said.

In addition to a program that will offer new merchandising ideas and other features, the convention will also continue the national ham show
 (Concluded on Page 4, Column 5)

Servel Ups Prices on Household Refrigerators

EVANSVILLE, Ind.—Servel, Inc. has increased prices on all but two models in its lines of gas and electric household refrigerators, the increases taking effect immediately.

Both models in the Economy series, formerly priced at \$239.95 and \$289.95, were raised \$10. Deluxe line models priced at \$249.95 and \$389.95 were also boosted \$10. The gas and electric models priced at \$299.95 remain unchanged.

A \$20 boost on models BR-816 (gas) and BR-846 (electric) brings the new price to \$369.95. The two highest priced models in the line were boosted \$10 each to \$449.95 and \$499.95.

The new prices have been approved by the Office of Price Stabilization and include excise tax, and a 10-year warranty.

REMA Seeking Excise Tax Law Amendments

Would Exempt Items Sold To Manufacturers and Sales from Parts Depots

WASHINGTON, D.C.—Two amendments affecting proposed changes in excise taxes on refrigeration components have been urged on Congress by the Refrigeration Equipment Manufacturers Association.

One amendment would let parts wholesalers sell components tax-free to manufacturers of end-products through use of exemption certificates. The other change proposed by REMA would exempt from the excise tax sales of repair parts shipped by the manufacturer from a "repair pool."

These changes were laid before Congress by Rudy Berg, assistant sales manager of Copeland, when he appeared before the Senate Committee on Finance.

Berg is chairman of the Excise Tax Committee of REMA's Highside Equipment Section. Larry Larsen of Tecumseh and John Zubrod of Servel are the other members of this committee.

In his statement before the Senate committee, Berg pointed out that as the proposed law now stands, manufacturers of component parts such as condensing units "may sell them tax-free under exemption certificate to a manufacturer of end-products such as refrigerators and freezers (whether or not such end-products are themselves taxable)."

"With one exception noted below, there is, however, no exemption applicable to sales by or to wholesalers who resell to the manufacturers of end-products (unless any such wholesaler qualifies as a 'manufacturer' by reason of the fact that he also assembles complete end-products)."

"The exemption mentioned relates to wholesalers who are specifically registered with the Bureau of Internal Revenue as vendees of articles for resale to manufacturers . . ."

(This registration is permitted under Section 3442 of the Internal Revenue Code and Regs. 46, Section 316.20-23, Berg said.)

"Registration under Section 3442 is limited to wholesalers who resell to

Write Your Congressmen!

There's still time to write your Representatives and Senators in Congress. There's still a chance to change the proposed tax bill (H.R. 4473) now under consideration.

As it's drafted now, the bill would impose an unfair tax burden on the refrigeration industry. Unless it's changed you may either have to pay more to get a replacement part from the factory or wait longer to have the original repaired, for example. Small manufacturers and parts wholesalers are affected directly. Unless the bill is changed, small manufacturers won't be able to buy components from parts wholesalers without paying an excise tax.

(For details read the important statement made by a representative of the Refrigeration Equipment Manufacturers Association before the Senate Finance Committee, on this page.)

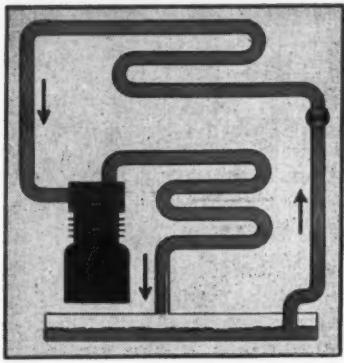
So write your Congressmen. Send them the proposed amendments to H.R. 4473 which are published on page 2 of this issue.

manufacturers of taxable end-products."

His statement continued as follows: "The manufacturers of these taxable component parts are substantially dependent on the stocking and credit facilities of the wholesalers and jobbers representing their equipment in strategically located cities throughout the United States. These wholesalers, of course, carry inventories of the products they represent in order to serve the field needs of smaller manufacturers who are not and cannot economically be served direct."

"It is our contention that in applying
 (Concluded on Page 2, Column 4)

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Du Pont Development May Replace Scarce Nickel

WILMINGTON, Del.—A development that may help replace strategically short nickel in the automotive and other industries was announced Aug. 1 by the du Pont Co.'s Electrochemicals department.

Through it a "white brass" alloy is used to replace nickel as a base for chromium finish. This process is now the subject of intensive research work in the company's laboratories and in manufacturers' plants to adapt it to current production demands. The company emphasized that there are still a number of technical obstacles to be overcome.

In making bright decorative metal parts it is customary to plate chromium over deposits of copper or combinations of copper and nickel. However, in the current emergency, industry has been severely restricted in its use of nickel by government. The du Pont development promises to help alleviate this problem by providing an acceptable replacement for the scarce nickel.

Preliminary results indicate that chromium, plated over white brass, is indistinguishable in brightness and color from that plated on a nickel base. The white brass used in the du Pont process is an 80/20 zinc-copper alloy which is electrodeposited from a cyanide bath using special brightening agents. From there on articles are chromium plated in the usual manner.

All information on the development has been made available to industry which it is understood is now conducting large scale trials.

San Angelo, Texas Bans Cooling Systems Without Recirculating Pumps

SAN ANGELO, Tex.—A growing scarcity of water for this city's supply forced the City Commission recently to ban the use of air conditioners and cooling systems not fitted with recirculating pumps.

The ban went into effect immediately in an effort to save an estimated 2,000,000 gals of water daily.

The ban was imposed by amendment to the original water conservation ordinance, as follows:

"Henceforth it shall be unlawful for any person to use . . . water flowing from water mains of the city . . . in any type cooler or cooling system," except "for coolers or cooling systems that collect such water and recirculate it after use by means of a lift pump or similar device."

I-H Names Nunn Electric Texas Wholesale Distributor

AMARILLO, Tex.—Nunn Electric Supply Corp. of Amarillo and Lubbock, Tex., has been appointed wholesale distributor of International Harvester Co.'s refrigerators and freezers, it was announced by J. H. Yearly, manager of the I-H district office in Amarillo.

The 25-year-old firm is headed by Carl Hare of Amarillo as president, and James Reed is branch manager in that city. The Lubbock branch is managed by George Howell and Bill Honey.

REMA Proposes Changes In Excise Tax--

(Concluded from Page 1)

ing the excise tax to refrigeration equipment, it was not the intent of Congress to change any established medium of distribution then in effect. The present discrimination against the wholesaler, however, imposes a costly and forced change in long-established distribution channels, and disrupts relations of long standing between manufacturers of taxable refrigeration equipment and their wholesalers. The wholesalers and jobbers in our industry represent a business of integrity and a vital medium of distribution, particularly for the smaller manufacturers.

"We appeal for an amendment to the House Bill to cover the following points:

"1. To permit a wholesaler to accept an exemption certificate from a qualified manufacturer, and in turn extend a similar exemption certificate to his manufacturing supplier, in order to permit him to purchase, tax free, equipment which is to be furnished specifically to meet an order for which he has an exemption certificate from his manufacturing customer.

"2. To permit a wholesaler to extend an approved exemption certificate to his manufacturing supplier for credit of tax paid on equipment sold under exemption certificate from his stock to a qualified manufacturing account customer.

"Safeguards to prevent abuse can be readily supplied by regulations of the Treasury, for which our proposed Amendment No. 1 expressly provides.

"The foregoing facts were discussed on Jan. 3, 1951 during a joint meeting of a committee of manufacturers and wholesalers with officials of the Bureau of Internal Revenue. We assume that your staff members will, as a matter of routine, ascertain the position of the bureau on this proposal. We cannot, of

course, in any way speak for the bureau, but we believe you will find that the Sales Tax Division is sympathetic to this problem.

"Amendment No. 2. Where a component part, such as the motor-compressor of a taxable type refrigeration unit, is returned to us, out of warranty, for repair, no tax applies if the identical returned motor-compressor of the customer is repaired and returned to the customer. When so handled, however, the cost of repair is greater because of the individual handling necessary. Furthermore, the customer is without the use of his equipment while the compressor is en route to and from the factory and during the time required for repair.

"In the interest of lowest possible prices to the user and to minimize 'out of use' time, manufacturers have been following the practice of furnishing (through their stocking wholesalers or jobbers, or on occasion for immediate direct shipment from the factory) an exchange compressor of the same type obtained from a common 'repair pool' stock at a flat rate price.

"Present Internal Revenue rulings are that when so handled from a repair pool, the tax applies and is not even limited to the cash amount received; the tax being based on the manufacturer's established selling price of the same type compressor when sold new.

"It is our contention that it was not the intent of Congress to impose a tax which is, in substance, a penalty on user maintenance of existing essential food preservation equipment. It seems to us that the tax should not apply in this situation, since it is in substance the equivalent of the ordinary repair job, which is not taxed.

"We have attached, for the consideration of your draftsman, suggested statutory language to meet the problems we have discussed."

Amendments to H. R. 4473 Proposed by Refrigeration Equipment Manufacturers Association

1. Proposed new section between present sections 482 and 483, as follows:

Section 3405(b) is hereby amended by changing the period at the end of the second sentence thereof (after the word "units") to a semicolon, and adding "or to a bona-fide wholesaler or jobber for resale by him to such a manufacturer or producer, if such refrigerator components are or have been in due course so resold"; and by adding in the following sentence, before the word "vendee" (wherever it appears) the word "ultimate."

Note: The second and third sentences of section 3405(b) will then read as follows:

"Under regulations prescribed by the Secretary, the tax under this subsection shall not apply in the case of sales of any such refrigerator components by the manufacturer, producer, or importer to a manufacturer or producer of refrigerators, refrigerating or cooling apparatus, or quick-freeze units; or to a bona-

fide wholesaler or producer, if such refrigerator components are or have been in due course resold. If any such refrigerator components are resold by such ultimate vendee otherwise than on or in connection with, or with the sale of, complete refrigerators, refrigerating or cooling apparatus, or quick-freeze units, manufactured or produced by such ultimate vendee, then for the purpose of this section the ultimate vendee shall be considered the manufacturer or producer of the refrigerator components so resold."

2. Section 3405(b) is hereby amended by adding at the end thereof the following:

"Under regulations prescribed by the Secretary, the tax under this subsection shall not apply to the exchange of used refrigerator components for other refrigerator components of the same type rebuilt wholly or substantially from used parts, whether or not an additional amount of cash is paid in connection with the exchange."

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HEALTHFUL LIVING THROUGH FROZEN FOOD



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Advisory Group Works with OPS on Locker Plant Problems

WASHINGTON, D.C.—Pricing problems faced by locker plant operators under OPS regulations are being tackled by the Frozen Food Locker Plant Industry Advisory Committee consisting of 15 operators.

The committee was set up largely through the efforts of the National Frozen Food Locker Institute with the assistance of state locker associations.

Recently the group held its first meeting with officials of the Office of Price Stabilization going over such problems as beef supply, grading of beef, markups on beef and frozen foods, and similar problems in a two-day session.

Members of the committee include Hugo Alewell, Concordia, Mo.; Roy Burns (president of NFFLI), Carroll, Iowa; John H. Glenn, Beardstown, Ill.; Carroll Huscher, Fall Brook, Calif.; Howard J. Knapp, Lansing, Mich.; R. E. Nance, Petersburg, Va.; M. J. Nehring, Paynesville, Minn.; Douglas W. Quereau, San Antonio, Tex.; A. L. Sprague, Jackson Center, Ohio; Lake Terrell, Sumter, S. C.; Wm. S. Ledbetter, Ellicott City, Md.; Milton V. Wiese, Winston-Salem, N.C.; Stan Hayward, Milford, N. H.; E. G. Spencer, Houston; Ray G. Purnell, Tupelo, Miss.

In discussing price problems at the first meeting the committee asked that overhead costs in maintenance of locker plants should be recognized by OPS, but the group sought no change in prices for locker plant services.

On the question of beef supply such factors as military purchases of beef greatly reducing civilian supplies despite the 15% special allowance were brought out by committee members. Hardships are sometimes inflicted in small communities where the military population equals the civilian, it was pointed out.

In such cases and similar problems, petitions for adjustment should be filed with the agency, the committee was informed by an OPS official.

OPS also agreed to study the advisability of setting up quotas for slaughtering on an annual basis instead of monthly.

"It is not possible to predict definitely when animals will be ready for slaughtering," the committee emphasized. "Frequently families run out of meat and yet locker plant quotas may be months away. Farmers threaten to butcher at home and buy their own lockers. Hardship is thus caused for both locker establishments and individuals, and, in addition, the situation creates bad feeling."

The problem of markups on frozen food sales was also outlined before the OPA representative, the locker operators pointing out that they sell at both wholesale and retail, but are not now permitted regular markups for both wholesale and retail markets.

Evidence of results of such cooperative efforts as represented by the IAC committee is shown in the recently issued Amendment 2 to Beef Regulation 25, points out Robert L. Madeira, executive secretary of NFFLI.

This amendment doubles the allowable locker plant markup on quarters and sides of beef from 2 1/4 cents a lb. to 4 1/2 cents. This does not include the usual processing charge which should be added separately in addition to the 4 1/2-cent markup.

Anderson of Carrier Gets Important Defense Post

SYRACUSE, N.Y.—A third Carrier Corp. official has just been appointed to an important administrative post in the Defense Production Administration in Washington.

Ralph H. Anderson, Carrier's director of procurement, has been granted a leave of absence from the company, effective Aug. 6. He will replace George N. Lillygren, Carrier vice president now on loan to the government, as one of the top three assistants to the DPA's Director of Program and Requirements. Lillygren will return to Syracuse.

David W. Hoppock, formerly Carrier dealer sales manager for the New York, New Jersey, and Connecticut areas, is also on leave as special assistant with DPA.

K. C. To Need New Pump Station for Air Cooling

KANSAS CITY, Mo.—Use of air conditioning in Kansas City, already heavier than in most cities, is increasing so rapidly that eventually such usage will have to be restricted or something will have to be done to supply additional water for air conditioning equipment, according to Melvin P. Hatcher, director of the city water department.

Hatcher disclosed that his department is considering construction of another pumping station adjacent to the downtown district to take care of the air conditioning demands on the system.

Pointing out that Kansas City now is using about 20,000,000 gals. of water a day on hot days for air conditioning alone, with most of this in the downtown area, Hatcher said that if this demand should double, as trends indicate it may, more water will have to be pumped into the downtown district.

Although that could be done by installing additional mains from the city's Turkey Creek pumping station, he said it was believed a better idea to build another pumping station for use only in hot weather when air conditioning demand is high.

Data on air conditioning assembled by the Kansas City Power & Light Co. discloses that Kansas City has

93 tons of refrigeration for each 1,000 population, compared to only 50 tons per 1,000 in such cities as Philadelphia and Chicago.

A number of other cities already have had to limit the amount of water used for air conditioning. Figures of the utility company show there are 42,000 tons of refrigeration for air conditioning in Kansas City.

Food Storage, Appliance Bldgs. Ok'd In Omaha Area

OMAHA, Neb.—Applications totaling over \$400,000 for construction of commercial buildings in the food storage locker and home appliance fields and for installation of refrigerated display equipment in food stores have been approved by the Omaha district office of the U. S. Department of Commerce, it is reported by District Manager Marvin K. Hicks.

Applications approved include the following:

Wesley G. Mills, Milford, frozen food lockers; Republican City Realty Co., Republican City, community shopping center including appliance store and supermarket; Safeway Stores, Inc., alteration and installation of refrigerated display and storage facilities. Similar applications for installations in three stores were approved for Safeway early in July. The latest approvals were for two stores in Lincoln and one each in Fremont, Hastings, and Kearney.

Flood Area Advice

Reinsulate Refrigeration Equipment To Avoid Odors, Vermin, and Contamination

KANSAS CITY, Mo.—A major problem in the repair and renovation of unitary refrigeration equipment damaged by water during the recent disastrous floods in Kansas and Missouri has been the matter of what to do about cabinet insulation.

Some insulation manufacturers believe that the only correct measures in any case of "flood damaged" insulation is complete reinsulation of the cabinet with new materials.

"It is just not a matter of our selling more insulation, there are some very good reasons why reinsulation is the only safe action to take," says Owens-Corning Fiberglas Corp.

"In most cases of flood damage, water leaking into insulated enclosures is usually seriously contaminated with bacterial vermin and food for vermin. While it is true that glass insulation does not support bacterial growth all insulation with large surface areas as well as Fiberglas make excellent breeding grounds.

"The necessity for absolute cleanliness and lack of odor in refrigerated storage space makes it imperative that insulation be removed.

"In many cases where moisture

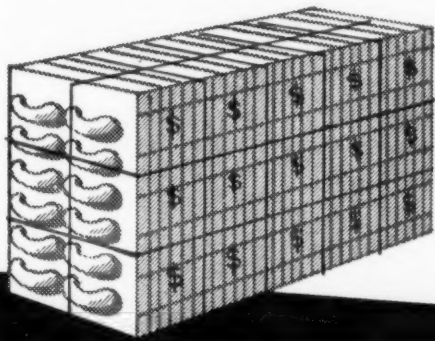
damage due to clean water, as from a fire, has occurred, it has been possible to dry out the insulation by sublimation of the ice formed when the refrigerated enclosure is started.

"To accomplish this, the cold side of the insulation is perforated with small breather holes 1/8-in. to 1/4-in. in diameter, and since moisture migrates to the areas of lowest vapor pressure areas the tendency is for the moisture to be drawn to the evaporator coils in the form of heavy frost build-up.

"While this is a slow process in many instances it is the least expensive and most simple, but it is not generally recommended unless the quantities of moisture are small."

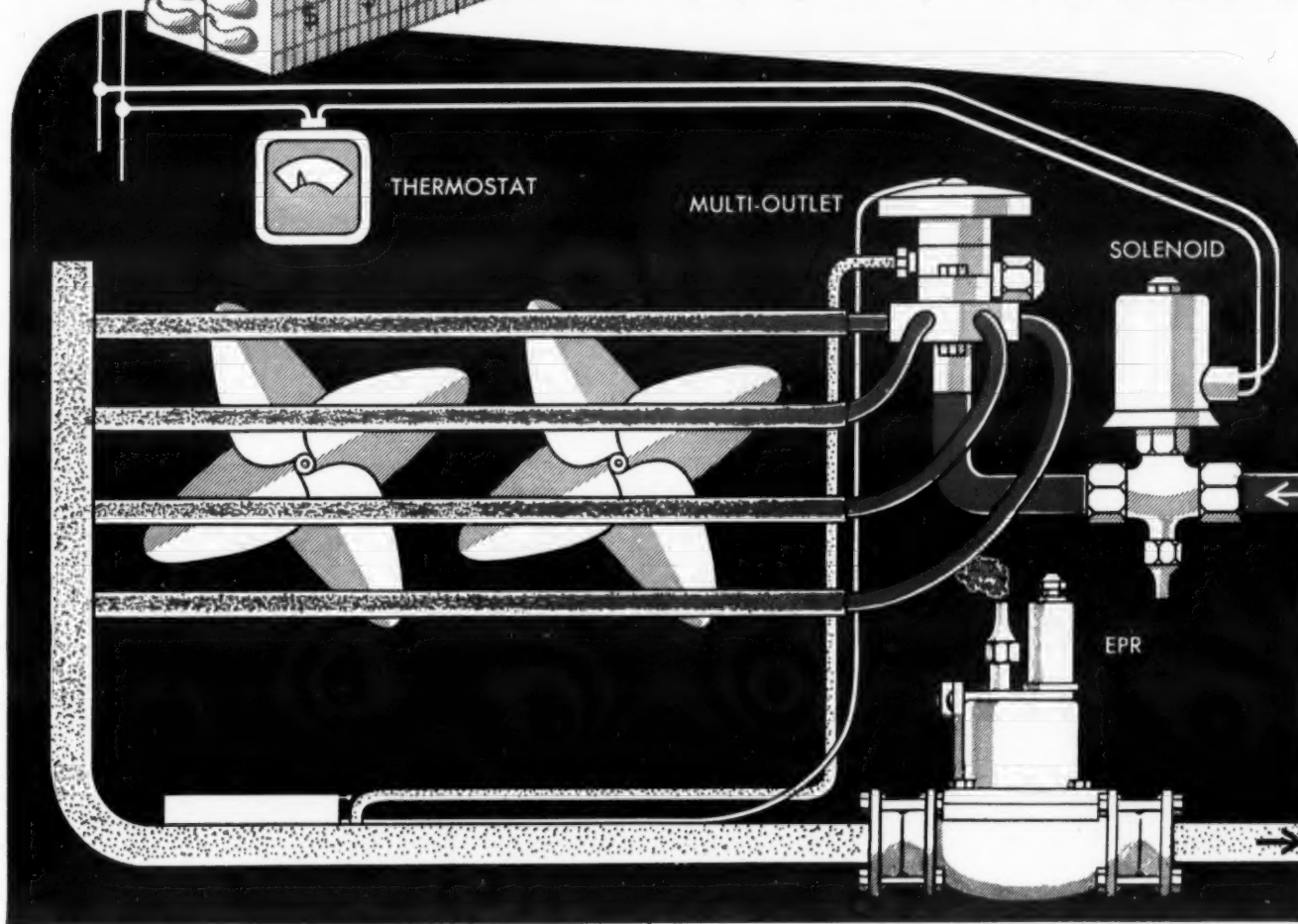
United Conditioning Moves Sales, Executive Offices

NEW YORK CITY—United Conditioning Corp. here, manufacturer of packaged store-type air conditioners and other equipment for air conditioning installation, has moved its sales and executive offices to 30 Rockefeller Plaza.



MAKE EVERY SQUARE FOOT OF COIL SPACE "PAY OFF"!

see how a smaller coil can do a bigger job—when properly fed by this Alco combination:



TYPE "TO" MULTI-OUTLET THERMO VALVE— for individual liquid metering to each circuit. Assures you of equal distribution under high temperature, low temperature, high load, or low load conditions. Eliminates "hunting and cycling"—gives longer compressor life. Simple "come-apart" construction for easy cleaning and maintenance—without removing valve from line. Multi-Outlet valves available with from 2 to 36 outlets.

M635 SOLENOID— positive liquid stop, thermostatically controlled. Dependable, quiet operation—all internal parts made of stainless materials.

EPR 15— evaporator pressure regulator for product protection against de-humidification or "freeze-up". Maintains constant back pressure.

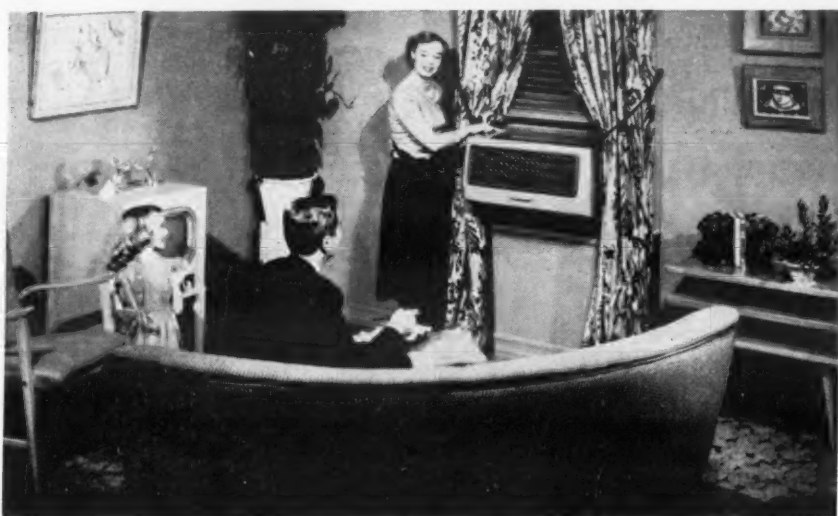
FOR FURTHER DETAILS, SEE YOUR ALCO WHOLESALER—AND WRITE FOR CATALOG #19.



Designers and Manufacturers of Thermostatic Expansion Valves; Evaporator Pressure Regulators; Solenoid Valves; Float Valves; Float Switches.

ALCO VALVE CO.

853 KINGSLAND AVE. • ST. LOUIS 5, MO.



New G-E 1/2-ton room air conditioner.

G-E Marketing Plan--

(Concluded from Page 1, Column 2) finger touch, send three separate flows of air in any direction, up, down, all to one side, or part to one side, part to the other.

The cabinet is finished in beige and tan. Transparent window panels are used to fit the unit snugly in the window, according to the company's announcement.

The G-E room air conditioner model 55 has a 1/2-hp. condensing unit carrying a 5-year warranty. It is 14 1/2 in. high, 27 in. wide, and 29 3/4 in. long over-all. It projects inside the window 14 1/4 in., and projects outside the window just a little more than 15 in.

Net weight, with mounting parts, is 207 lbs.

Buffalo Sears-Roebuck Stages Freezing Show

BUFFALO—A demonstration on the cutting and preparation of meat for home freezing was staged in the appliance department of Sears, Roebuck & Co. here in conjunction with a promotion on home freezers.

Emil Huggle of the Erie Wholesale Meat Co. conducted a three-day demonstration on how to cut and prepare meat for home freezer storage. He offered spectators advice on their particular questions and problems.

Tied in with the demonstration was a special offer of 50 packages of frozen foods with each purchase of a home freezer.

NADEM Names Marshall As Executive Secretary

WASHINGTON, D.C.—John Marshall, until recently a special representative of Creamery Package Mfg. Co., has been appointed executive secretary of the National Association of Dairy Equipment Manufacturers, it was announced by D. G. Colony, executive committee chairman.

Colony said the impact of the defense production program on dairy equipment companies "has made it imperative that the association be represented in Washington by a full-time executive."

From 1935 to 1940, Marshall was secretary of the San Francisco Milk Dealers Association. For the next eight years, he served as milk marketing economist for California.

During 1948 and 1949, Marshall acted as executive director of the Milk Dealers Association of Metropolitan New York. He then joined Creamery Package. He has been a member of the Dairy Industries Supply Association's Task Force on Essentiality.

Larsen To Head RISAC; Williams Is Treasurer

NEW YORK CITY—L. W. Larsen of Tecumseh Products Co. is the newly elected chairman of the Refrigeration Industry Safety Advisory Committee.

R. L. Williams of the Kinetic chemicals divisions of E. I. du Pont de Nemours & Co. was elected treasurer. Henry G. Strong, Carrier Corp., continues as vice chairman.

Construction Order-- NFFLI Show--

(Concluded from Page 1, Column 3) requiring larger than specified minimum quantities in the fourth quarter must apply for an allotment of basic materials. If the allotment is not authorized, the construction cannot be started or continued, because the builders will not be able to get the materials without an allotment.

Richardson Bronson, assistant general counsel of NPA, said: "In my judgment, very little if any new construction in the commercial field can expect to receive allotments of controlled materials in the fourth quarter."

"I am not sure that there will be adequate quantities of controlled materials, for delivery in the fourth quarter, to take care of construction which has already commenced, although we hope that there will be."

Bronson gave this explanation of how the new regulations work in the commercial field:

"Commencing with the fourth quarter of 1951, if an individual wishes to build or continue with the construction already in progress of a store, an office building, or any type of commercial structure, and his use in any calendar quarter of controlled materials for that construction will not exceed two tons of carbon steel, 200 lbs. of copper, and no aluminum, he may proceed with such construction and, by his own self-authorization, may procure those quantities of controlled materials."

"The self-authorization will permit him to receive those limited materials in the same manner and to the same extent as if he had received an authorized construction schedule and a related allotment."

"However, if he will need for such construction in any quarter more than two tons of carbon steel and 200 lbs. of copper, he must file an application, using the CMP form 4C, and must receive an authorized construction schedule and an allotment under the Controlled Materials Plan before he commences such construction or continues with construction in progress."

The situation is somewhat different in reference to a recreational, entertainment, or amusement project. The builder of this type of construction will not be granted an allotment of basic materials except in hardship cases and he cannot self-authorize procurement of any basic materials for this type construction.

However, he can go ahead without authorization or allotment if he uses for the complete project no more than two tons of carbon steel, 200 lbs. of copper, and no aluminum, alloy steel, or stainless steel. It is up to him to find his own steel and copper.

In its freeze of construction "starts" before Oct. 1, the NPA also changed its definition of "commence construction." Where "commence construction" formerly meant "site clearance," it now means to "incorporate into a building . . . a substantial quantity of materials which are to be an integral and permanent part of such building . . . (for example, the pouring or placing of footings or other foundations). Fabrication, production, or processing of prefabricated buildings, building materials, building equipment, or personal property to be installed does not constitute commencement of construction."

Disaster Losses May be Deducted from Income Tax

WASHINGTON, D.C.—The Bureau of Internal Revenue has issued a special statement reminding taxpayers—individuals as well as corporations—that they may deduct losses from flood, fire, storm, lightning, and other disasters from taxable income. The statement was issued after the Bureau had received numerous inquiries from flood victims.

The deductible loss is the net amount left after crediting the salvage value of damaged property, any part of the loss covered by insurance and any other compensation received for the damage.

Individual taxpayers who have filed declarations of estimated tax for 1951 and who have suffered disaster losses may file amended estimates taking their losses into account. Corporations should claim their disaster damage when they file returns next year for 1951 taxes.

(Concluded from Page 1, Column 4) for locker plant operators who cure and smoke hams for their customers. Judging will be done on four classes of hams: "commercial" cured in light and heavy weights, and "country" cured in light and heavy weights.

Registration setup will be charged this convention, both members and non-members of the Institute being charged the same rate: \$5 per operator plus \$1 for the operator's wife or employee. Following registration, however, the association will rebate \$2 for each member plant registered to the proper affiliated state association.

As a special feature, the institute will award a new car.

Dale-Connecticut Elevates Despres and Wolf

NEW HAVEN, Conn.—Marice Despres and George Wolf have been appointed chairman of the board and president, respectively, of Dale-Connecticut, Inc., electrical appliance distributor here. Wolf was vice president.

In other executive staff changes, Harvey Alcott, treasurer, was given the additional position of executive vice president, Charles Endel was named sales manager of the company's Admiral division, and Walter Maurer was appointed sales manager of other lines, including Apex, Hard-freeze, and Chrysler Airtemp. Endel had been assistant sales manager in Admiral Corp.'s New York division.

AUTOMATICALLY
the best...
THE BEST
...automatically

for FREON and AMMONIA

THERMOBANK

REG. U.S. PAT. OFF.

by **KRAMER**

The unquestioned standard of the industry
for complete automatic defrosting
at temperatures below 32°

WRITE FOR BULLETIN R-124

KRAMER TRENTON CO. • Trenton 5, N.J.

United
FOR *Quality*
AND *Economy*

DRY KOOL BOTTLE COOLER

World famous for performance and design. 14 models to meet all requirements in stainless steel or brown Dulux finish.



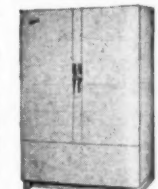
KUBEMASTER ICE CUBE MAKER

Whenever food or refreshment is served, ice cubes as you need them. Choice of 3 beautiful models.



REACH-INS

Modern flush fronts with recessed handles in popular sizes. Ten models to choose from. Available in white Dulux, stainless steel fronts and glass doors.



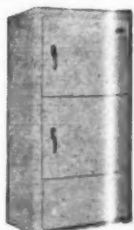
KOOLMASTER DIRECT DRAW

Engineered to serve beer to the "Brewmaster's" taste. Its smart appearance enhances any establishment. Choice of 8 models in Stainless steel or brown Dulux finish.



UPRIGHT FREEZER

Scientific placement of cooling coils, two separate food compartments, dual doors to minimize cold loss, insure balanced freezing at minimum cost.



DESIGNED—ENGINEERED—MANUFACTURED
By
UNITED REFRIGERATOR COMPANY
Locust and Walnut Sts.
HUDSON, WISCONSIN

Constant Reminder

Cheshire
KEEPS YOUR APPLIANCES RUNNING
WITH FAST, EXPERT
SERVICE
WHEN YOU NEED IT MOST!

In the automobile business, the necessity to carry parts and employ trained service personnel is a vital part of the dealer's franchise. While this isn't required in the appliance business, Cheshire has accepted this policy as a firm obligation. We will not handle any make and able to supply on-site parts and service information. Our efficient service staff of 9 has been trained on every make we carry!

WE CARRY \$15,000 IN PARTS for Washers—Ranges—Radios

CLIP . . . and Paste in your phone book for EMERGENCY and regular Maintenance SERVICE on all Types of Appliances

2-1151

Cheshire
APPLIANCES

General Electric Store
1315 Kankakee St.
6-8702

WESTINGHOUSE STORE
40 West St., Burlington Phone 5334

WHITNEY WASHER STORE
100 KING STREET EAST

Freezers and Electric Blankets Help Sell Each Other In Cooperative Promotion Stunt

LINCOLN, Neb.—Using a home freezer to prove how warm an electric blanket can be resulted in more sales of both blankets and freezers, two merchants here discovered recently.

The J. C. Penney department store located in a new building at one of Lincoln's busiest intersections, wanted the freezer to use in an electric blanket display. The Christensen Farm & Equipment Co., International Harvester home appliance dealer, supplied one.

The freezer was placed in a choice traffic spot, just inside the main entrance of the Penney store. An electric blanket was hooked up and placed inside the freezer. The freezer was also turned on to provide below zero temperatures even with the lid opened.

A placard invited passersby to feel the warmth between the folds of the blanket, even though the surrounding temperature was below zero. Another

placard carried the name of the freezer and of the dealer and his location.

Christensen officials said that the display created a number of new contacts for appliance sales, while the Penney organization enjoyed increased blanket sales.

Anderson Represents I-H In Madison, Wis. District

CHICAGO—O. T. Anderson, former assistant manager of International Harvester Co.'s Madison, Wis., district, has been appointed refrigeration representative in the company's central region, it was announced by D. J. Hahn, central regional manager.

Anderson succeeds R. W. Romine, who has been transferred to the International Harvester war products division.

Phoenix Freezer, Range Sales for June Run Ahead of Same Period In 1951

PHOENIX, Ariz.—Freezers and ranges were the only two major electric appliances to set higher selling records in the Phoenix area during June, 1951, than they did in the same month of 1950, a report by the Appliance Merchandisers Association indicated recently.

Freezer sales showed the greatest gain, up 66% over last year, while range sales gained 44% over June, 1950. Dealers of the area sold 210 freezers

last June as compared with 126 a year ago. With ranges, the respective figures were 129 and 89.

Water heater sales remained the same at 21 units.

Refrigerated air conditioner sales slipped 6%, while dishwasher sales dropped 14%, refrigerators 15%, automatic washers 41%, automatic driers 50%, and ironers 62%.

Comparative figures and dollar volume were as follows:

Appliances, Electric	Reporting Dealers	June 1950	June 1951	Dollar Volume
Food Freezers	34	126	210	\$ 52,500
Refrigerators	80	1,298	1,112	278,000
Ref. Air Conditioners	9	56	53	106,000
Ranges	41	89	129	25,800
Water Heaters	8	21	21	2,415
Automatic Washers	27	488	289	86,700
Driers	3	8	4	800
Conventional Washers	30	266	266	26,600
Ironers	16	44	17	2,125
Dishwashers	9	25	21	5,250

Ad's Clip Section Keeps Dealer's Name Handy

HAMILTON, Ont., Can.—Cheshire Appliances, operating two stores here, boosted its service business with an unusual newspaper advertisement which contained a clip section to serve as a reminder for homeowners whose appliances needed attention.

The clip part of the advertisement carried a sketch of an appliance serviceman holding a card with the firm's telephone number. Said copy: "Clip and paste in your phone book for emergency and regular maintenance service on all types of appliances."

The clip section measured 4½ by 6 in. and was conveniently sized for pasting in a telephone book.

The balance of the advertisement was devoted to an explanation of the Cheshire service operation, carrying sketches of servicemen at work on various types of appliances.

General caption stated: "Cheshire Keeps Your Appliances Running With Fast, Expert Service When You Need It." Copy continued:

"In the automobile business, the necessity to carry parts and employ trained service personnel is a vital part of the dealer's franchise. While this isn't required in the appliance business, Cheshire has accepted this policy as a firm obligation.

"We will not handle any make not able to supply us with parts and service information. Our efficient service staff of nine has been trained on every make we carry."

The advertisement pointed out that the firm carries a \$15,000 parts stock for refrigerators, washers, ranges, and other appliances.

"Cheshire's up-to-date department is equipped with an acid bath to remove rust and corrosion, pressure spray, and other equipment to completely rebuild any or every kind of appliance," the advertisement emphasized.

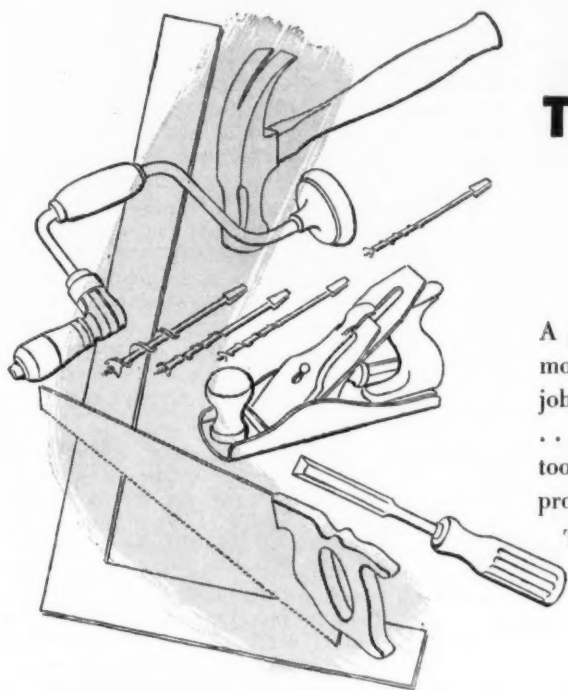
NEMA Gives Names of Display Contest Winners

NEW YORK CITY—Winners in the display contest sponsored by the Electric Housewares Section of the National Electrical Manufacturers Association were selected Wednesday, Aug. 1, it was announced by a spokesman for the section.

First prize plaques will be awarded the following stores: Mankato Electric Co., Mankato, Minn. (appliance dealer); Schaffer & Bond, Inc., 77-81 South 69 St., Upper Darby, Pa. (hardware store); Lansburgh & Bro., Washington, D. C. (department store); and Ohio Edison Co., Youngstown Branch, Youngstown, Ohio (utility).

The contest was conducted in conjunction with the industry's year-round gift campaign whose theme is "Give Electric Housewares—First Choice For Every Gift Occasion."

Purpose of the contest was to reward the ingenuity and enterprise of electric housewares retailers in developing successful visual merchandising ideas at the point of sale in window and interior displays.

THE RIGHT TOOLS AT THE RIGHT TIME
... FOR THE SALES JOB AT HAND

A good salesman, like a good carpenter, can be more productive if he has good tools to do his job. And he needs the *right kind* of selling tools . . . tools geared to current selling conditions . . . tools that are kept sharp by an alert, factory sales promotion organization.

This year, as always, Frigidaire is providing its

dealers with a widely varied assortment of practical and effective sales promotion and training tools. Tools that are specially designed to meet today's selling conditions.

Shown below are just a few of these hard-hitting, keen-edged sales tools that work for the salesman who works *with* them.

Demonstrating Album

One of the most productive and profitable tools in the Frigidaire Dealer's kit. For with this new and revolutionary sales album, even the most inexperienced salesman can give a complete and powerful product demonstration . . . not merely a recital of facts and features . . . but a convincing and easily grasped sales-closing demonstration. Designed for use in either the showroom or the prospect's home, it contains full-color illustrations of all products, special "X-Ray" sections, and "step-up" comparisons of all series and models.



Famous T. A. G. Plan . . . covers every phase of selling the rapidly growing replacement market.



S. T. D. P. Purchase Plan . . . a sound program to help dealers sell under current credit regulations.



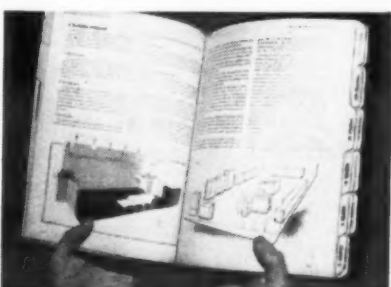
Refrigeration Security Analysis . . . a tried and proven method of developing and closing commercial sales.



Professional Salesmanship School . . . "how-to-sell" training course based on experience of successful dealers.



Motion Pictures and Slide Films . . . product and selling information for sales training and prospect demonstration.



Dealer Operating Guide . . . contains information for Frigidaire Dealers pertinent to running a successful business.



Seasonal and Market Selling Programs . . . all-inclusive plans geared to seasonal or marketing problems of each product.



The Frigidarian . . . a dealer and salesman magazine presenting timely information and successful dealer experience.



FRIGIDAIRE

Appliances—Refrigeration
and Air Conditioning Products

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

a short time ago to a pair of bright young women who work for THE NEWS.

"How," we asked them, "should a mere male treat women buyers? How are they different from men?"

Here are their answers:

"Women live in the present," explained Assistant Editor Margaret Dean.

"A recent publication made this statement about them, 'They are creatures of the moment, and the compass of their days is pretty narrow. Their interests don't go very far beyond the front door, the next street, or the town they live in.'"

"Sounds pretty grim and uninteresting doesn't it? That statement might have been made about women in past generations whose sole occupation was a home, sometimes a great distance from neighbors, and whose family worked nearby or farmed land on their own acreage. It is not the 1951 American version.

"True, women do live in the present and for the future. Their homes and families are no less important to them, but their horizons have widened and their interests broadened.

"Women are expected to be interesting. And to be interesting, a person must be interested not in a

narrow, one track interest, but in many things. Men expect it, and a woman's contemporaries expect it. It is a circle, cause and effect. The economic and social plan of the nation demands a woman's active participation. Women are naturally builders, but first of all builders of homes.

"Business has made a place for them, or perhaps they have made a place for themselves. Whatever the reason, the facts are that they are there. During the peak of World War II 20,500,000 of them were in the country's labor force. A Labor Department report reveals that 30% of the nation's workers are women.

"Thus women are vitally concerned with the world around them beyond their doorsteps. Since they are bound so closely to its economic and social status, they are particularly aware of its heartbeat.

"The pulse of the nation is reflected in their purchasing power. The economic life blood is part and parcel of their way of life. Women, now more than ever, make more money and spend more money. What effect has this on advertising and merchandising? Women are alert to new ideas, new products, new trends. They live in the present. The desire to be attractive, well-groomed, smart, and at the same time thrifty, has made women an independent market for all kinds of products.

"The wife-mother combination at home reads avidly searching for new ideas and methods for making her home attractive, her family well fed and clothed, and her husband's dollar stretch farther.

"The combination business-woman-wife-mother (and their numbers are

increasing daily) looks for the shortcuts, the products and methods which will allow her to function in these capacities efficiently.

"Women are responsive. It is one of their most charming characteristics. They are full of warmth and realism. They are appreciative of small favors and they are personal in their response to service. A little extra personal touch to a service performed, even so small as to be called by name by a storekeeper, will bring Mrs. American back again and again. She feels she belongs. Her personality has been recognized and appreciated.

"But let's not overlook the fact that women are practical, too. They have to be to master the varied trades they are required to ply. Many hold responsible positions in specialized fields. They must get along well with employers and fellow workers and must handle their own work efficiently and, in addition, be able to manage a home.

"Today it takes wisdom to cope with high costs; to be nurse, mother, play-fellow, guardian, and counselor to a growing family; be versatile enough to imagineer with a three-year-old, cope with the temperament of an adolescent, and bend to the whims of a teen-ager; to rule with firmness yet flexibility, and at the end of the day be a companionable mate with a husband who wants her to be able to discuss sports, politics, business trends, and his particular hobby, and still leave time for her own interests.

"If you overlook their inherent qualities and the tasks they have been called upon to perform, you are overlooking half of the market for whatever you have to sell."

Janet Leckner, assistant to Advertising Manager Bob Price, contributes this:

"Appliances are designed with women in mind."

"The above couplet may be bad poetry, but it is a leading thought for dealers and salesmen. Since 90% of the appliances sold are ultimately used by women, it would seem that the fair sex wields 90% of the appliance purchasing power.

"This is a cue for the appliance salesman. He will, no doubt, subscribe to the idea that one of the most complicated and most interesting phases of his work is cultivating the proper feminine sales approach.

"Women, as all men agree, are much more emotional than men. Doctors declare that even the most practical women respond more easily to an emotional stimulus than they do to one that is deliberately logical.

"Many advertisers have recognized this fact, and clearly make no attempt to sell women solely by stressing the product merit. They wisely depict an appealing situation which invites a woman to project herself into it. Almost without exception, women enjoy the illusion of glamour and grandeur to the extent that they enjoy their own emotions.

"Those of the feminine sex who know, or care, about mechanical intricacies are rare indeed; and of the small percentage who do, it may be safely stated that their chief purpose is to prolong the life or usefulness of that which contributes to their illusions.

"The chief advantage of selling emotions is that the possibility of criticism is entirely precluded until the sale has been made and the product in use. If satisfaction follows, repetition is warranted. No matter what the medium or product, the female species will respond more quickly and more emphatically to an emotional appeal.

"Women, in direct opposition to men, are more certain of their dislikes than they are of their likes. Shrewd salesmen will take advantage of this fact. Being less certain of what they like, women are more readily convinced than are men. Through emotional approaches, a favorable reaction can be created within women long before they have used a device.

"Bearing in mind that they are more intense about what they dislike than about what they like, it follows that if a product be found unsatisfactory, women are far less likely to repurchase this item than are men. Consequently, as a protective measure to the manufacturer, products that are designed for women's use should be accompanied by simple, but explicit, instructions.

"Much has been said and written to the effect that men and women speak a different language. They may speak the same words, but with entirely different connotations. Serious research by one of the country's largest advertising agencies, N.W. Ayer & Son, Inc., has verified this assumption, and has drawn the conclusion that the female reaction to words is stronger than the masculine reaction.

"Given a list of words, 200 men and women were asked to rate them as either pleasant or unpleasant. The women had definite opinions and rated three times as many words as did the men. It was found that women react favorably to the following words: piquant, patrician, sophisticated, provocative, and happiness. Men voted strongly for tender, modest, twinkle, charm, and exquisite.

"Women have vigorous negative reactions to certain words, regardless of meaning. For example, they dislike *ungreasy* as much as *greasy*, and *odorless* as much as *odor*.

"One word which divides men and women is 'housewife.' Men responded favorably to this word, while women show a definite antagonism toward it. Rapidly this term is being replaced in the sales world by a substitute: 'homemaker.'

"It goes without saying that it is well nigh impossible for any salesman or advertiser to translate the above into rules which should be adhered to rigidly. However, it is worthwhile for any person who sells women to treat them with special care and sensitiveness.

"P. S.: I still say that it's a man's world."

He Ain't to Blame

For the delight of air conditioning and refrigeration servicemen the following tale is lifted bodily from a wholesaler's bulletin.

lowing tale is lifted bodily from a wholesaler's bulletin.

"Pipik is the kind of guy who gets into more trouble than any other six servicemen combined. For instance, in one day, Pipik can start out with, say, 10 or 12 service calls and by around 5:30 or 6 o'clock, he's only finished three, or at the most, four calls. Why? Well it's not that he's inexperienced, nothing like that. It's just that things are always happening to him, to him that is.

"Before he gets to the first call, he stops at a gas station and has his car serviced. Sometimes this is a matter of a few minutes, but most of the time Pipik gets involved into a highly unrelated technical discussion that has nothing to do with the car. And, sometimes he is talked into leaving the car awhile for 'observation.'

"When this hurdle has been overcome, he arrives at the first job and finds no one in. Instead of leaving for call number two, Pipik gets mad and writes a poison pen letter to the customer. This usually takes a half hour. Between job one and job two, it's time for lunch. Do you think he goes to some lunch bar in the vicinity? No. Pipik knows a good place to eat that's about six miles in the opposite direction. He takes it.

"After lunch, he is ready for action. That is, after he has read all the newspapers in town. Off to job number two at last. Of course job two doesn't amount to much, just a belt. Pipik does not have the right size, so he moves the motor back and forth trying both oversize and undersize belts. After awhile he gives up and runs back clear across town to get the right one.

"With job number two out of the way and number three waiting, Pipik is on his way. But first he's got to check his special patient, so, he runs the car into the clinic for more servicing. Job three turns out to be a man-sized job for him. It's not that the job is tough, it's that Pipik's tools are not, and they keep breaking in half. The 40-minute job takes two hours and 40 minutes, and he's finally on his way again, with four band-aids decorating his fingers.

"It's 5:30 by then, so what's the use of taking another call, but Pipik is a very conscientious guy so he goes anyway . . . only to find out that the call has been cancelled, 'cause it should have been first on his list.

"And so goes Pipik's day!"

Citizenship

What can the individual citizen do in these troubled times to defend freedom? Well, one can take to heart the nine self-dedicatory promises suggested by the American Heritage Foundation:

1. I will vote at all elections. I will inform myself on candidates and issues and will use my greatest influence to see that honest and capable officials are elected. I will accept public office when I can serve my country or my community thereby.
2. I will serve on a jury when asked.
3. I will respect and obey the laws. I will assist public officials in preventing crime, and the courts in giving evidence.
4. I will pay my taxes understandingly.
5. I will work for peace, but will dutifully accept my responsibilities in time of war, and will respect the flag.
6. In thought, expression and action, at home and school, and in all my contacts, I will avoid any group prejudice based on class, race, or religion.
7. I will support our system of free public education by doing everything I can to improve the schools in my own community.
8. I will try to make my community a better place to live.
9. I will practice and teach the principles of good citizenship.

Postscript

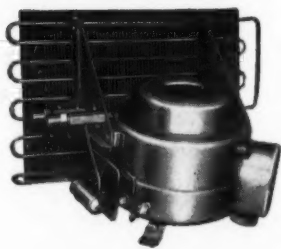
From the columns of the Baptist Observer:

A man who loved conundrums sprang a new one on friends recently. "What," he asked, "is three sevenths of a chicken, two thirds of a cat and one half of a goat?"

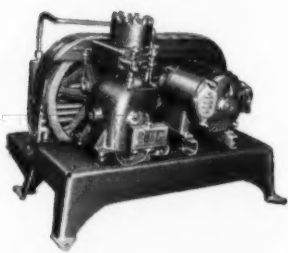
None could figure it out.

Triumphantly he supplied the answer: "Chicago. 'Chi' is three sevenths of chicken; 'ca' is two thirds of cat, and 'go' is one half of goat." Whereupon they threw him out of the vestry.

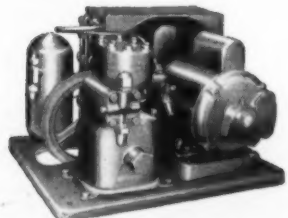
HERMETICS 1/8 HP - 1 HP



REMOTES 1/4 HP - 15 HP



SELF CONTAINED 1/8 HP - 3/4 HP



UNIVERSAL COOLER'S COMPLETE LINE OF REFRIGERATION CONDENSING UNITS

(unmatched in the industry)

CAN HELP YOU 8 WAYS . . .

1. You have fewer "special problems" because Universal Cooler's broad line of units includes so many types and sizes of standard models.
2. The convenience of meeting all requirements through one manufacturer, as Universal Cooler offers condensing units in all sizes through 15 H.P.
3. Broad experience enables Universal Cooler to help you select the right equipment for the problem at hand.
4. Versatile production facilities required by such a broad line bring expert engineering, modern machinery, skilled craftsmanship and careful inspection to bear on the production of every Universal Cooler unit.
5. The engineers who have developed Universal Cooler's broad line are continually at work to be first to bring you tomorrow's newest developments.
6. The scope of Universal Cooler's line naturally has enabled us to develop one of the smoothest flowing replacement parts services in the industry.
7. With such a broad line, Universal Cooler over the years has been able to help customers in unexpected ways and to participate intimately in many important customer research and development programs.
8. The Universal Cooler trademark, symbolizing quality products for more than a quarter of a century, has highly-valued trade acceptance among the buyers of refrigerating equipment.



UNIVERSAL COOLER

MARION, OHIO

Division

TECUMSEH PRODUCTS COMPANY, TECUMSEH, MICH.

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

Refrigerated Cases In Early American Setting Boost Dessert Shop's Specialty Food Line



WHIPPED CREAM SPECIALTIES, ice cream cakes, and sherbets are displayed in this 10-ft. refrigerated case at Suburban Dessert Shoppe, Millburn, N. J.



FANCY ICE CREAM FORMS are stored in the low temp reach-in until ready to be sold or moved to the display case.

MILLBURN, N. J.—Although the Suburban Dessert Shoppe here features "early American" styling inside and out, operation of the bakery depends on modern refrigeration and air conditioning.

The shop has, for example, a special refrigerated display case for pastries, an open display case for ice cream, a low-temperature reach-in, and two dough retarders.

The special display case was designed for the establishment in keeping with its Williamsburg colonial style. Like the other specially-constructed fixtures in the store, this case is of cherry wood finished in reddish cherry to contrast with the forest green walls.

The 10-ft. case is divided into two sections. A 6-ft. section is used to display whipped cream items, and the other section for ice cream cakes, sherbets, etc.

Air conditioning for the sales area, order department, office, and candy-dipping room is provided by a 5-ton Worthington package unit. The unit is located behind a partition separating the retail department from the production department. Ductwork, used for warm air during the heating season, carries conditioned air to the various areas.

The job was engineered and installed by Engineering & Refrigeration, Inc., Jersey City, N. J., in cooperation with The Birn Co. of Newark, supplier of bakery equipment. Final plans were approved by Walter C. Pfeiffer, Elizabeth architect who specializes in bakery store designing and construction.

The air conditioning and refrigeration equipment have proved a highly profitable investment, according to Abraham Bernstein, who opened the store less than a year ago.

Main idea in the design of the building has been to tone down commercialism and create a cozy, home-like atmosphere. The colonial style has been patterned somewhat after that of the surrounding residences in the well-to-do community. The 34-ft. is an eye-catcher with its red brick and colonial window style facade, white wood trim, coach lanterns, and flagstone walk.

No Acute Shortage Seen For Packaging Materials

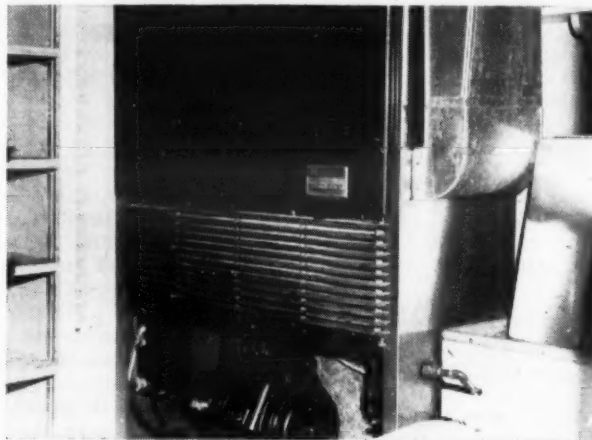
WASHINGTON, D. C.—Prospects for a continuing supply of freezer packaging materials appeared to be fairly good, judging by a report on the containers and packaging industry released recently by the National Production Authority.

This is what the report had to say about glass containers, plastic films, and aluminum foil:

Glass containers—Raw materials were available, permitting a high level of production during the first quarter. An even higher rate of production is expected because designs of glass containers have been standardized.

Plastic films—Although production was up and new facilities were nearing completion, exceptionally heavy defense demands, particularly in polyethylene, were limiting the availability of some plastics for certain civilian uses.

Aluminum foil—Production of aluminum foil was high with an 8,000,000-lb. increase over the first quarter of 1950. Though the industry is using a smaller supply of metal, output is expected to remain steady because of conservation through metal gauge reduction.



WORTHINGTON PACKAGE UNIT supplies air conditioning to the retail store area, offices, and candy dipping room. Unit is located behind a partition separating sales from production departments.

Summer Sales Soar with Refrigerated Candy Case

BILOXI, Miss.—Summer sales of candy bars have zoomed upward at Pockie's since the specialty store has been displaying the bars in a refrigerated display case located in a window facing the sidewalk.

The merchandising idea occurred to U.S. Fayard, owner of the store, after hearing tourists visiting the nearby gulf coast resort area complain that they couldn't find popular candy bars in the city. A check showed that with few exceptions, local stores gave up selling candy bars, particularly chocolate-covered varieties, when the 100° summer weather arrived.

So a 6-ft., slanted-front case once used to display meat was given a new paint job and new chromium-plated shelves and provided with a new condensing unit. Then the case, which has two doors in the back, was fitted into the store window so that its glass front was close to the window.

As a result, sales of the some 35 kinds of candy bars increased so rapidly that Fayard was forced to triple his orders within a week after installation of the case. According to Fayard, the box paid for itself in less than a single season. Later, additional refrigerated storage space in the rear of the store was required for reserve stock.

Air Cooled Howard Johnson's

DALLAS—A Howard Johnson Restaurant, the first in the Southwest, has been opened here. Joe Hoppe, Inc. had the contract for installation of all Frigidaire commercial refrigeration and air conditioning equipment in the new restaurant.

Flow-Cold Liquid Chillers Cool Hotel Drinking Water

MIAMI, Fla.—The new Biscayne Terrace hotel here recently installed a Flow-Cold liquid chiller to cool all drinking water outlets. The 5-hp. unit furnishes 200 guest rooms with chilled water.

The hotel is owned by Irving Kipnis, and the general contractors were the Edward M. Fleming Construction Co. and the Taylor Construction Co.

S. L. Hamilton of the Hill-York Corp. here, engineered the installation, equipment for which was also installed by Hill-York.

UsAirco Names Wesco N.Y., N.J. Representative

MINNEAPOLIS — Westinghouse Electric Supply Co., with offices in Long Island City and Newark, has been appointed exclusive distributor for room air conditioners in the metropolitan New York and northern New Jersey areas by the United States Air Conditioning Corp.

Sales of these products will be directed by Harry LaGue in Wesco's Long Island City branch.

R.P. Long Named Insulation Engineer for Kaylo Div.

TOLEDO — Robert P. Long has been named as insulation engineer for the Kaylo Div. of Owens-Illinois Glass Co., the division's general sales manager, W. M. Hankins, Jr., announced.

Long was formerly sales manager of H. H. Buggie and G. L. Hoskin companies, Toledo, and field engineer of Gulf Oil Co., Port Arthur, Tex.

"This is It!" THE SHERER

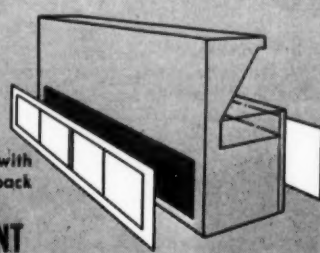
Here's an open display case that you can sell because you can make it fit your customer's individual needs exactly. With the **NEW** Sherer Model UL2710-C YOU CAN:

- 1 add or subtract whatever you need to fit the requirements of your customer's store
- 2 create 12 different body styles
- 3 change it on your floor — before you deliver it
- 4 or you can change it, at any time in the future — right in the user's store.

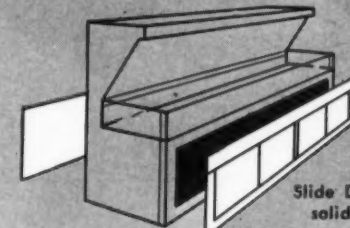


MODEL UL2710-C

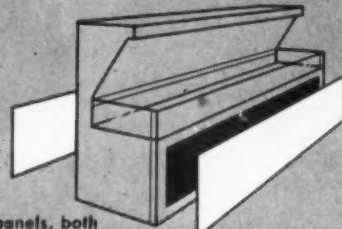
Solid front with slide door back



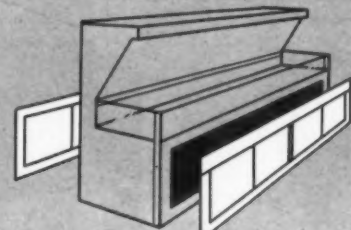
4 CHOICES OF STORAGE BASE ARRANGEMENT



Slide Door front with solid panel back

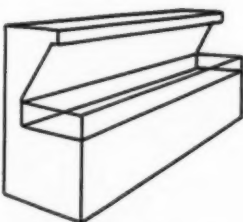


Solid panels, both front and back

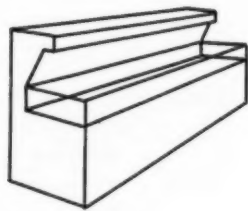


Slide Doors both front and back to make it a "pass through" Case

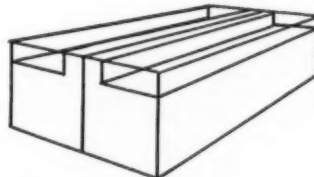
3 STYLES OF SUPERSTRUCTURE



High canopy with **Sliding Mirrors** that multiply the appeal of the merchandise on display—and makes servicing possible from the rear as well as the front



Low canopy with fixed mirrors



Stainless Steel Cap for low cases. Where required, can be used back to back for Island display set-up

SHERER OFFERS FREE STORE ENGINEERING AND PLANNING SERVICE. Write for details. Also write for details on Sherer's New Finance Plan.

SHERER-GILLET COMPANY
Dept. AC
MARSHALL, MICHIGAN



.....
If you want to put the advantages of these new Sherer developments to work for you
WRITE FOR FRANCHISE INFORMATION
Name.....
Address.....
City.....State.....
.....

TELLING and SELLING

A GUIDE TO SMART ADVERTISING AND
MERCHANDISING PRACTICES

This series of articles comprising ideas and principles for the small retail or manufacturing business is written by James D. Woolf, who was for more than 20 years a vice president and director of J. Walter Thompson Co., one of the largest advertising agencies. Out of his experience embracing all types of advertising and merchandising he brings his counsel to the small businessman who must plan his own advertising and promotional efforts.

By James D. Woolf

How To Learn Salesense

My mail frequently brings me letters from owners of small businesses, asking me to recommend a course of study calculated to sharpen their savvy about putting more salesense into their advertising.

Many of these requests come from retail stores, banks, laundries, dry-cleaners, automotive dealers, farm implements stores, building supply



"... suspect copy is deficient in iron and Vitamin B. . . ."

dealers, hotels, etc. Unhappy about the results they are getting, they suspect their copy is deficient in iron and the potent Vitamin B Complex.

"I never notice any traceable results," writes one discouraged sporting goods dealer. "I am told that advertising achieves miracles and makes men rich, but how it's done is a mystery to me."

"For your course of study," I write them, "I suggest the copy of the mail-order and direct-mail advertisers. A lot of everything we know about salesense in advertising we have learned from them. You will learn very little by studying the ads you see in national magazines, especially the big weeklies."

"If what you want is immediate, traceable dollar sales—and that is the major objective of most retail advertising—you won't get them by imitating patterns and techniques of much of advertising in magazines and national radio."

MAIL-ORDER COPY PLUGS FOR ACTION

Asked to explain his spectacular success, a life insurance salesman I know declares his secret to be simple: "I always ask for the order," he says. "When I've said my piece I reach for my pen and make a strong bid then and there for the prospect's business."

This, of course, is not the technique of the general advertiser as a rule, but it is THE technique of the mail-seller. His entire approach points up to getting action—now. "Mail the coupon at once," his copy urges. "Send no money. Let us send you this wonderful three-volume edition for 10 days' free examination. If you are not more than delighted, we do not want your money."

Action-getters like this have sold millions of dollars of books for mail-order publishers.

The late Robert Collier, one of the greatest mail-selling experts who ever put pen to paper, once sold 790 left-over ulsters with a similar closer: "You may keep the overcoat for a full week. Then, if for any reason at all you don't care to keep the coat, you can send it back at our expense. SEND NO MONEY—simply mail the post card. But do it at once, as the opportunity to save money will not occur again."

Are you a clothier, overstocked with overcoats? Why not test Collier's technique on a list of your charge account customers?

GUARANTEES GET ACTION

"Guaranteed for life—there is no time limit on our money-back offer." This offer sold \$80,000 worth of no-battery flashlights at an advertising

cost of less than \$2,500. Guarantees get action. Yet very few national advertisers include even a whisper of a guarantee in their copy. And only occasionally does a national advertiser (outside of the mail order field) offer the prospective a free trial.

Consider, for example the current advertising of electric razors, of which there are three pages in a weekly magazine I have before me. None of them suggests that the purchaser may have his money back if the shave he gets isn't as close as the ads promise.

Only one offers a free trial—a half-hearted suggestion that "most dealers" may agree to let the buyer



"None... suggests that the purchaser may have his money back if the shave he gets isn't as close as the ads promise."

try the razor for a few days. Apparently this advertiser is unwilling to back up his claims with a money-back guarantee of his own.

If I were a retailer and sold electric razors, I'd advertise them the Robert Collier way—and by so doing I'd do a landslide business. I'd go further and sell everything in my store on the same basis.

In your retail copy, then 1) ask for the order with the most tempting offer you can put together, and 2) make it emphatically clear that the buyer takes no risk.

INCLUDE ALL ESSENTIAL FACTS

Mail order experts are amazed that so few national ads make a strong attempt to stir the reader to action. Behold, for instance the WESTCLOX page in *The Saturday Evening Post*. Thirteen watches and clocks are illustrated and briefly described—but what do they cost? The ad doesn't say, an omission sure to be annoying to the price-minded reader. Is the reader's satisfaction guaranteed? The ad ain't saying.

Where can the reader see the thirteen models shown? On this the ad is mum. Could he have a booklet or catalog, maybe? None is offered.

If in his town the reader cannot find the particular model he likes—the TRAVELARM, for instance—what should he do? On this the ad ain't saying either. There is nothing in the ad to combat inertia, probably the toughest hurdle to buying action.

This Westclox page may achieve its objectives, whatever they are, but I urge you not to include it in your course of study on how to put more salesense in your retail copy.

Don't include, either the RCA Victor TV page in the same issue of the *Post*. Three models are attractively pictured—but what do they cost? Will the RCA dealer permit me to try out a set in my home for a few days on approval?

What is the policy, if any, about trade-ins? Is there a guarantee of absolute satisfaction?

What is the Factory-Service Contract referred to? Answers to questions like these are the sort of essen-

tial facts the mail-order advertiser always includes in his copy.

It may be true, as some ad men assert, that general national advertising and mail-order selling have very little in common. Or it may be, as other ad men maintain, that hard-hitting mail-selling approaches to copy can increase tremendously the action-getting power of many general campaigns.

What is true without any question, I think, is that retail copy and mail-order copy have very, very much in common. Certainly the objective is the same—immediate, traceable dollar results.

Homemakers Give Freezing Fruits, Vegetables as No. 1 Reason for Buying Freezers

WASHINGTON, D. C.—The opportunity of home freezing fruits and vegetables during the canning season was given as the principal reason for purchasing a home freezer by the American housewives who responded to a survey conducted by the Home Makers Guild of America.

The guild is a group of volunteer consultants to the U. S. Department of Agriculture chosen to represent a cross-section of American home life, according to the USDA, which published some of the results of the survey.

Out of 955 homemakers replying, 31% said that they had bought home freezers between July 1, 1950, and April 1, 1951. Thirty-nine per cent did home freezing during 1950 and 47% expected to do some this year.

Meats, vegetables, berries, and fruits ranked highest on the list for freezing this year. Fifty-two per cent of the homemakers expected to plant gardens in 1951.

Of those who planned to have a garden, 85% wanted it to supplement their fresh vegetable supply. Seventy per cent said they wanted a garden as a source of home canning supplies of vegetables. And 66% said they wanted fresher and better quality vegetables.

Trade-Ins Can Be Part of Down Payment in Canada

OTTAWA—Under changes in Canada's consumer credit regulations, trade-ins now can form part of the minimum down payment on all types of goods if the cash price of the items being purchased is not marked up. Previously, trade-ins were allowed only for motor vehicles.

Also, the new regulations bring under control for the first time contracts for rental of goods and contracts of work and labor where consumer goods are supplied under the agreements.

On rental contracts for more than six months, the hirer makes a deposit and monthly payments just as if he were purchasing the goods. Upon termination of the contract and return of the goods, the deposit may be returned as well as part of the monthly payments.

If the hirer has already paid the equivalent of the cash price, there need be no change in the rental terms. The rental payments may be reduced once the equivalent of the cash price has been paid.

NOW CHOOSE...

SERVEL SUPERMETRIC

FOR EVERY COMMERCIAL
REFRIGERATION AND AIR CONDITIONING NEED

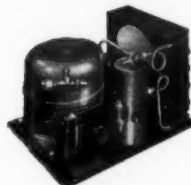
Every model factory warranted
Five years on steel cases sizes through 1 H.P.
One year on larger sizes through 3 H.P.

AIR-COOLED MODELS

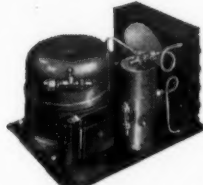
... for Medium and Low Temperature Applications

WATER-COOLED MODELS

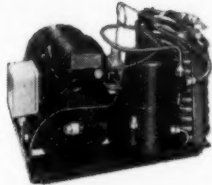
... for Medium or Low Temperature Applications



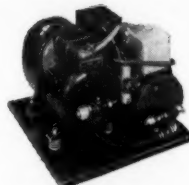
1/4 H.P. SERVEL
10 3/4 in. high,
17 3/4 in. long, 13 in. wide



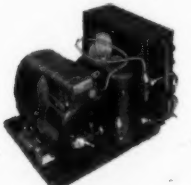
1/2 H.P. SERVEL
10 3/4 in. high,
18 3/4 in. long, 13 in. wide



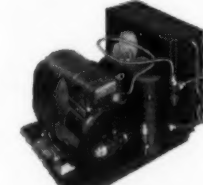
3/4 H.P. SERVEL
12 in. high,
20 in. long, 14 1/2 in. wide



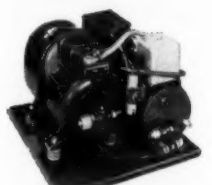
1 H.P. SERVEL
12 1/2 in. high,
16 1/2 in. long, 17 3/4 in. wide



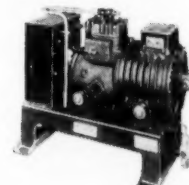
1 1/2 H.P. SERVEL
13 3/4 in. high,
19 1/2 in. long, 16 3/4 in. wide



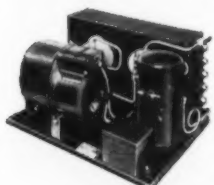
HEAVY DUTY 1/2 H.P.
13 3/4 in. high,
20 1/2 in. long, 16 3/4 in. wide



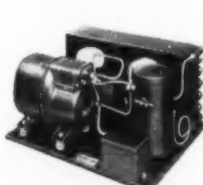
1 H.P. SERVEL
12 1/2 in. high,
18 1/4 in. long, 16 3/4 in. wide



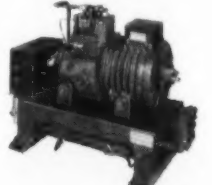
1 1/2 H.P. SERVEL
22 in. high,
29 in. long, 15 in. wide



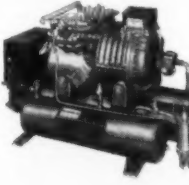
3/4 H.P. SERVEL
13 3/4 in. high,
26 in. long, 19 1/4 in. wide



1 H.P. SERVEL
13 3/4 in. high,
26 in. long, 21 3/4 in. wide



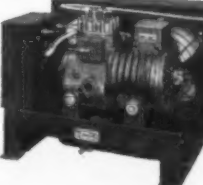
2 H.P. SERVEL
23 in. high,
29 in. long, 17 in. wide



3 H.P. SERVEL
21 3/16 in. high,
36 3/8 in. long, 20 3/4 in. wide



1 1/2 H.P. SERVEL
22 in. high,
29 1/2 in. long, 24 3/4 in. wide



2 H.P. SERVEL
23 in. high,
33 in. long, 24 in. wide

Servel
ELECTRIC REFRIGERATION DIVISION
EVANSVILLE 20, INDIANA



For information write:

Victor

MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZE

PRODUCTS CORPORATION • HAGERSTOWN, MD.

YOU CAN'T BEAT THE VICTOR MILK COOLER LINE

- Level-Load Milk Coolers... The Finest, Newest and Easiest to use or sell.
- Standard Milk Coolers... For many years the standard of the industry.
- Drop-In Milk Coolers—Economical, practical and very efficient.
- Dry Storage Coolers... Unsurpassed in operating efficiency.

All in a variety of sizes.

The Trade-In Problem

General Suggestions for Determining The Value of Used Refrigerators

With the relaxed Regulation W regulations on instalment credit permitting trade-ins to be accepted as part of or all of the down payment on refrigerators, proper evaluation of used refrigerators will be more important than ever in determining the difference between profit and loss on any sales in which a trade-in is involved.

To assist dealers in arriving at a proper evaluation of used refrigerators, AIR CONDITIONING & REFRIGERATION NEWS is repeating a discussion of used refrigerator values that was prepared for the NEWS by a proprietor of an establishment that specialized in the wholesale and retail buying and selling of used refrigerators.

These articles are an attempt to provide a guide to the "actual" values of various makes and models of used refrigerators, and to explain how these values fluctuate with market conditions. These articles are not designed to be a substitute for a good handbook or trade-in guide of used refrigerators values—the author recommends strongly that all dealers have such a book—but rather they are a supplementary service designed to help make each sale a profitable one.

Part 1

Although this is going to be a discussion of the evaluation of refrigerators for trade-in purposes, I would like to preface it with a few generalities.

First: I am assuming that the reader is a dealer who is interested in protecting as much of his profit as is possible. To do so, you must know as much about what NOT TO BUY as you do about what you sell.

Second: The maximum amount of profit can be made only if you resell your own trade-ins. In order to do this there are two things you must have; a service setup and expert cartage. The majority of the machines which you take in trade will be inoperative and at least should be checked by a qualified man; older machines have cartage problems which are peculiar to the type of machinery they use.

Third: Unless you know a lot about the old refrigerators in your territory or unless you can buy at a salvage price, take a good look at the boxes which are offered you. It is amazing how many 1941 machines turn out to be 1931's upon inspection; and how many "operating" units turn up with burned out motors.

Fourth: OWN AND USE an authoritative trade-in manual. The prices contained in these books may or may not be applicable to your situation, but the pictures will save many a trip to look at some old "clunker." Also, the prices shown are national average prices and you can usually allow a little more and help convince the customer that he drives a sharp bargain.

Any discussion of prices in this article is based on what we at Electric Center evaluate on the wholesale market and in no way has any bearing on what is given as an allowance in the sale of a new machine.

There are many machines in use today which have no value on the wholesale market. Some are obsolete and some are standard but, in either case, they are good machines to know. Under no condition would I advise selling these machines to a retail customer; they should be scrapped for parts or sold to someone for the salvage value.

Following is a list of "no-value" refrigerators as found in this area. Regardless of whether they are operating or not, they cannot be sold guaranteed.

Apex	I. L. G.
Atwater Kent	Kelvinator, brine evaporator jobs
Bohn	King Kold
Coldspot, 1930 to 1934 models	Majestic, sealed or open units
Copeland (up to 1935)	Mayflower
Dayton	Mohawk
Electrolux, water-cooled	Servel electric models (made before 1949)
Frigidaire, open units prior to 1934 and 1933-34 hermetics	Sparton, top-mounted hermetic
General Electric, 1927-29 models	Stewart-Warner, opposed compressor units
General Electric, inoperative belt-driven units	Trukold
General Electric, inoperative Monitor Top unit	Wayne
Gibson, inoperative bottom-mounted hermetics	Westinghouse, DWL models
Gibson, top-mounted hermetics	Westinghouse, inoperative top-mounted units
Grunow	Wurlitzer
Ice-O-Matic	Zerozone

Besides the machines which are in the above class, there are many that are in the \$5.00 to \$10.00 class (operating). The most popular in this area are the following:

Coldspot, any semi-hermetic	Kelvinator, prior to 1935
Frigidaire, prior to 1935	Norge, prior to 1935
General Electric, any Monitor Top unit	Westinghouse, any top-mounted hermetic

Any allowance given for any of the machines mentioned in this article is in the nature of a discount because the dealer's recovery is almost nil.

(To Be Continued)



The EASY way to handle Stoves, Refrigerators and Freezers

ROLL-OR-KARI Dual Trucks

REGULAR MODELS with fixed wheels. DE LUXE MODEL with swivel wheels at one end. Patented Step-On-Lift. Folding Handles. Capacity 1000 lbs. Shipping weight 45 lbs. Write, Dept. A,

THE ROLL-OR-KARI CO.
MANUFACTURERS
ZUMBROTA • MINNESOTA

Merchandising Kit Proves Key to National Sales Campaign

Oasis Also Used Most Other Aids for Selling Air Driers

COLUMBUS, Ohio — How the Ebco Mfg. Co. has conducted a successful campaign this summer on its Oasis air drier was described recently by A. R. Buena, president of Ebco.

Dealer sales aids, national advertising in consumer and dealer publications, and direct mail reminders to consumers, dealers, and distributors were coordinated to get the most out of the campaign.

Consumer interest was stimulated by the company through spring and summer advertisements appearing in consecutive issues of *Better Homes & Gardens*, *House Beautiful*, *House & Garden*, *House & Garden's Book of Building*, and *House Beautiful's Building Manual*.

Themes of these advertisements were "stop moisture damage," "three gallons of water a day from basement air," and "stop 'damp' damage in your basement."

Body copy explained how the Oasis air drier prevents dripping pipes, sweating walls, rust, mold, mildew, and warping woodwork.

Secondary theme was just plug it in and let electric refrigeration do the work.

Key to the success of the whole program, however, according to Buena, was the dealer merchandising kit. The kit pictured and described a variety of sales tools for dealer use in following up on these national advertisements.

The sales tools included reprints of



FLOOR DISPLAYS and demonstrators such as this one are being used by many Oasis air drier dealers to show how moisture is actually removed from humid air. The theme "Try—Then Buy" plugs for a free demonstration in the prospect's home.

the national advertisements, display pieces, testimonial letters, radio and television spots, book matches, direct mail, newspaper mats, and glossy photographs.

Dealer enthusiasm for the drier and the merchandising program was promoted through a series of advertisements in AIR CONDITIONING & REFRIGERATION NEWS and another dealer publication, starting in April and running through August.

In addition, distributors were peppered with periodic bulletins on

the Oasis selling campaign. They were urged to get the promotional material out to their salesmen and dealers.

Dealers were also urged by bulletins to follow-up closely on air drier purchasers because the user is the best "salesman" he can have.

They are particularly good sources for "leads" because their enthusiasm for the air drier is quickly passed along to friends and neighbors who have similar damp basement problems.



a good tip for wise refrigeration men:

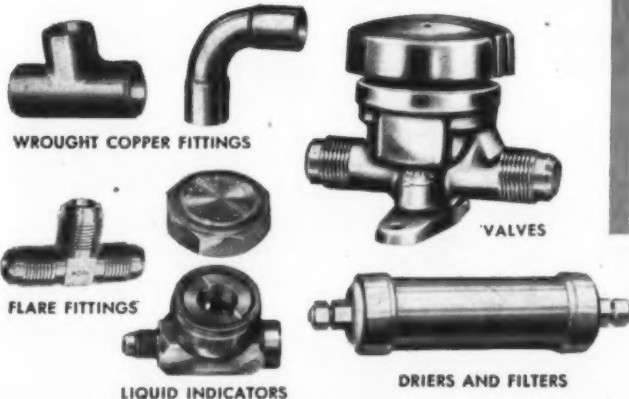
Always use dependable quality built MUELLER BRASS CO. parts.



8 good reasons why it pays to stock, specify and install Mueller Brass Co. STREAMLINE Globe Type Valves.

- Positive shut-off always assured with the amazing nylon stem seating disc.
- "O" ring provides a permanent, positive seal against any loss of refrigerant.
- No bolts — no flanges — no gaskets.
- New design eliminates excessive weight.
- Can be disassembled and ready to solder into the line in 10 seconds.
- Stem of corrosion resistant aluminum bronze.
- Highly polished red bronze body.
- Sizes 3/8" to 4 1/2" O.D. Order from your refrigeration wholesaler.

Have these STREAMLINE products on hand for every job where you want dependable performance.



Write for catalog R-151 describing complete line of STREAMLINE refrigeration products.

STREAMLINE refrigeration products are individual and multiple packaged for complete protection.

MUELLER BRASS CO. PORT HURON 10, MICHIGAN



Acceptance in the field is rapidly changing to "Demand" for these efficient, more economical Cleanable water-cooled Condensers. Owners and service men prefer the "new unit" efficiency that can always be maintained by a simple cleaning process. Brass headers, machined and brazed.

Write for Catalog and Prices
WHOLESALE IN PRINCIPAL CITIES
Halstead & Mitchell
BESSEMER BLDG. PITTSBURGH 22, PA.

NEW PRODUCTS?

Turn to "What's New" Page for useful information on new products. Use Key No. for fastest service.



RETAIL CANDY COUNTER of Huyler's restaurant and candy store on Atlantic City's boardwalk serves 300 customers daily year-round. Long known for quality chocolate candy, Huyler's is able to serve its customers even in the hottest weather by using a walk-in cooler for the bulk storage of candy. An electric dumb-waiter connects the walk-in with the retail counter.

Extensive Refrigeration, Air Cooling Used In Huyler's New Boardwalk Restaurant

ATLANTIC CITY, N. J.—To the average person, a visit to Atlantic City calls for at least one stroll along the famous boardwalk facing the sea.

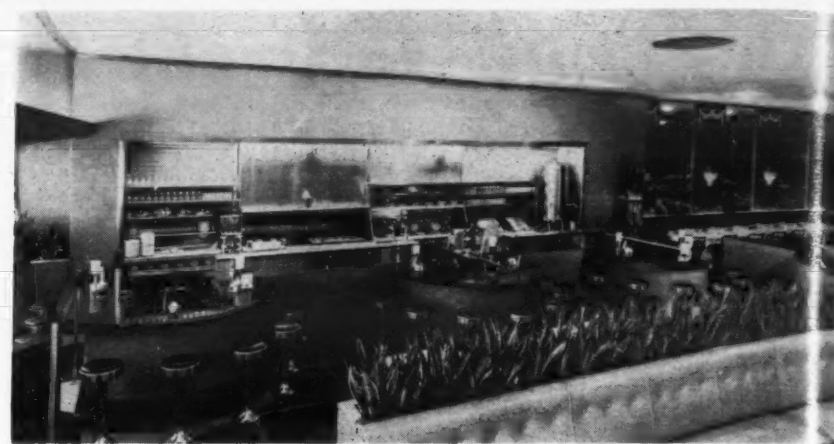
Located between Indiana and Illinois avenues facing the ocean can be found the newest of the Huyler chain's restaurant and candy stores.

Equipped to promote customer satisfaction and comfort, the establishment has complete refrigerating and air conditioning systems. Up-to-the-minute refrigerated food storage is one of the keys to the good food served by Huyler's. No less important is the year-round air condition-

ing system which provides comfort regardless of the season. A total of 17 Frigidaire compressors, ranging from 1/4 to 20 hp., keep foods fresh, beverages chilled, and temperatures comfortable at all times.

Managed by Inman C. Smith, a Huyler veteran, the restaurant employs 70 persons who work in two shifts between 8:30 a.m. and midnight. Food serving capacity is between 2,200 to 2,250 meals per day. In addition between 250 and 300 retail candy customers are served during this period.

The restaurant has a 35-ft. front of travertine, trimmed with marble. En-



RESTAURANT has complete facilities for counter, fountain, and table service. Twenty-four patrons can be seated at three U-shaped counters in the air conditioned dining area. Fountain section is serviced from a refrigerated stainless steel backbar.

1/2-hp. sealed, rotary Meter-Miser air-cooled compressor while the larger section is hooked up to a 1/2-hp. combination air and water-cooled Frigidaire reciprocating compressor. Both units are located in the basement machine room.

In addition to chilled water supplied by the fountains, two 30-g.p.h. capacity Frigidaire tank-type water coolers, hooked up with two 1/2-hp. water-cooled compressors of similar design, keep cold water on tap at two water stations in the rear of the restaurant and four water stations at the backbar.

Sandwich and salad refrigerators, located in the backbar, are cooled by a 1/2-hp. Meter-Miser compressor. Another compressor, of 1/2-hp., supplies refrigeration to a waffle unit. An electric dumb-waiter carries dirty dishes and silver to an electric dishwasher in the basement and returns others ready for use.

Located in the rear, adjoining the dining area, the streamlined kitchen of stainless steel, inlaid linoleum floors and plastered walls, houses an array of modern cooking and refrigeration equipment.

Refrigeration Stressed

Modern refrigeration plays an important role in the large attractive dining area which has a seating capacity for 240 diners. Forty-eight persons can be seated in the fountain area at stools and tables, and the remaining 192, accommodated at tables and banquettes in the rear.

The room has an acoustical ceiling, inlaid linoleum floor, paneled mirrored walls and is illuminated by concealed lamps. A long, upholstered bench, installed for the convenience of waiting guests, divides the front part of the restaurant into two sections. Counter service and fountain section are located on one side and the candy counter on the other. Three "U"-shaped counters jut out from the fountain section and are served from a stainless steel backbar.

There are two soda fountains, eight and 10 ft. in length which are equipped with ice cream sections, sweet and carbonated water cooling coils, refrigerated syrup rails and storage compartments.

The 8-ft. fountain is cooled by a

62-Cu. Ft. 'Short Order' Reach-In

Here is installed a 62-cu. ft. "short order" reach-in refrigerator cooled by a combination air and water-cooled 1 1/2-hp. compressor. A sandwich refrigerator is operated by a 1/4-hp. compressor, which is suspended from the basement ceiling directly below.

Another similar sandwich cooler and a cold pan to keep fruit juices, salads, and creamers properly chilled, are installed nearby with a 1/2-hp. air and water-cooled compressor supplying the refrigeration.

In addition, the kitchen is equipped with a battery of cooking ranges, a pressure cooker, steam kettle, coffee urns, grill dishwashers, and work tables. Most of this equipment is fabricated of stainless steel. Heat.

(Concluded on next page)

for all water cooling use **Filtrine**
—sell more condensing units

"DO Rating" Orders are Vital . . .

Filtrine products meet government specifications

All Federal Agencies . . . Air Force . . . Army . . . Navy . . . Marine Corps . . . know that Filtrine products meet government specifications.

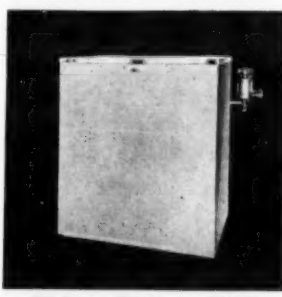
COOLERS FOR MESS HALLS — CAFETERIAS

Sell your own condensing unit . . . with coolers backed by Filtrine's 40-year dependability. 1. General acceptance for high efficiency—dependability—20-year life construction. 2. High capacity—super storage. 3. Handsome exterior (all stainless steel or Duco with stainless trim). 4. Equipped to suit with top and/or side shelves. 5. Bubblers, glass-fillers, front, back or all sides. 6. Can be "Taste-Master" equipped to banish chlorine and insure sparkling water.



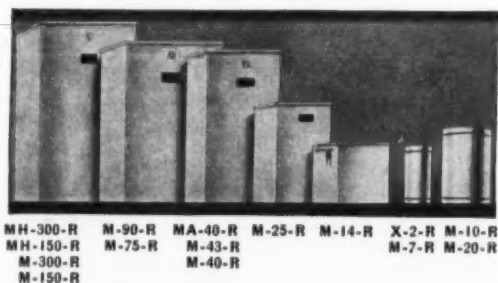
COOLERS FOR X-RAY & PHOTOGRAPHY

Sell your own condensing unit . . . with these Filtrine coolers as repeatedly named for military and V.A. X-ray installations: Signal Corps and Air Force dark rooms and photo labs. 1. Dependable water of correct temperature for film processing. 2. Large storage for heavy duty and emergency requirements. 3. High efficiency, economy operation—20-year life construction. 4. Floor mounted with stainless steel work-table top; also under-counter models. 5. Filters (extra) prevent scratched and pinholed negatives.



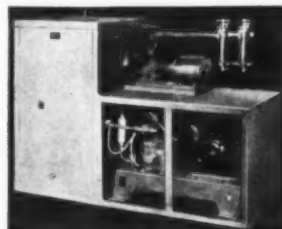
REMOTE COOLERS FOR ALL USES

Sell your own condensing unit . . . with Filtrine coolers suitable for new and replacement installation everywhere: barracks, military depots, mills, schools, post offices. 1. Capacities 5-800 g.p.h.—storage 7-300 gallons. 2. High efficiency—20-year life-span. 3. Insulation—2" hydrolene-sealed corkboard. 4. Filters and Rectifiers/Dechlorinators available for all sizes.



PACKAGED CIRCULATING CHILLED WATER SYSTEMS

Sell your own condensing unit . . . with complete Filtrine systems for circulating drinking water in offices, hospitals, industrial plants . . . for processing water as low as 34°. 1. Completely packaged for streamlined engineering, quick installation. 2. Capacities 5 to 400 g.p.h.—Storage 5 to 150 gallons. 3. Equipped with heavy-duty pump. 4. Your condensing unit factory installed. 5. Insulation—2-inch hydrolene-sealed corkboard. 6. 20-year life construction. 7. Filter-Rectifier assembly (extra) to kill chlorine and keep water sparkling.



Typical "Packaged" Circulating Chilled Water System

Get our new "How to Sell DO Jobs" Write Dept. RF-1

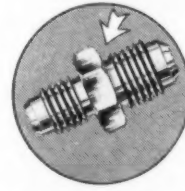


FILTRINE MANUFACTURING COMPANY • BROOKLYN 5 • N. Y.

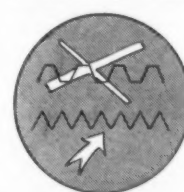
"Water Coolers and Filters for 40 Years"



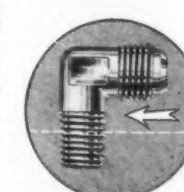
Here's Why—



BIG HEX on unions like this means a secure wrench grip and no twisted-off corners, making freon-tight joints.

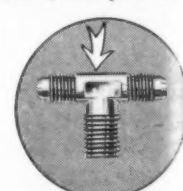


DRY SEAL threads are the full bodied thread for you. You can see how the full crested pyramidal thread form fills up when mated—leaves no room for leaks.



LONG THREADS mean a tight joint long before the fitting screws in snug . . . leaves clearance for adjusting adjoining fitting.

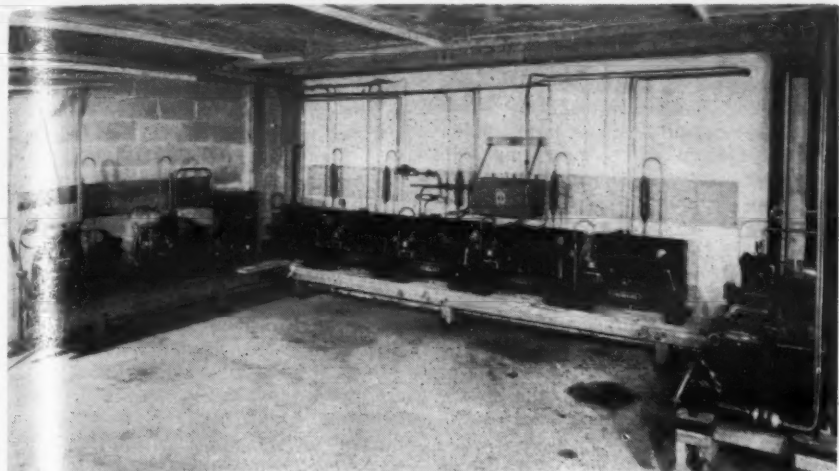
FORGED brass is your sure bet against pinhole leaks. Forging makes the metal absolutely non-porous.



Write for your FREE copy of the KEROTEST catalog of Refrigeration Valves and Fittings.



Always Extra Value at No Extra Cost
SEE YOUR KEROTEST WHOLESALER
KEROTEST MANUFACTURING CO. PITTSBURGH 22, PENNSYLVANIA



SEVENTEEN REFRIGERATION COMPRESSORS, ranging from 1/4 to 20 hp. supply 33 1/2 tons of refrigeration. These are installed in a machine room in the basement of Huyler's Boardwalk restaurant. Most of the compressors are combination air and water cooled. Some are sealed rotary air-cooled Meter-Miser models.

Refrigeration Is Heart of Restaurant--

(Concluded from preceding page)

steam, and fumes are removed by several large exhaust fans connected to hoods over the ranges and dishwashers.

Actual food preparation takes place in a basement room below the kitchen. Foods are carried to the kitchen by electric dumb-waiters. The food preparation room contains a variety of time-saving mechanical equipment including potato peelers, meat grinders, and vegetable choppers.

Another important feature is a unique, yet efficient, garbage disposal system. A stainless steel chute, extending from the kitchen through the food preparation room below, carries garbage to a huge disposal machine with a capacity of 2,000 p.p.h. This unit transforms refuse into a fluid substance and discharges it into the sewer.

Bakery Can Work Ahead

All breads and pastries are baked in a modern bakery, located below the kitchen. A large capacity dough-retarding reach-in refrigerator provides ample storage for pastries and breads which are prepared the day before using and held for the bakers.

This refrigerator is cooled by a 1/2-hp. air and water-cooled compressor. Another compressor of similar design and horsepower operates a second reach-in refrigerator used for storing fillings, fruits, butter, eggs, and other ingredients.

A 10-lid, double row self-contained Frigidaire ice cream cabinet is used for frozen storage. Other equipment includes ovens, proof box, candy range, dough mixer, and a variety of stainless steel work tables.

4 Walk-Ins Have

3,360-Cu. Ft. Capacity

Also installed in the basement are five large walk-in coolers used for bulk storage of foods and other edibles. Four of these walk-in compartments have a combined storage capacity of 3,360 cu. ft. and are nested in an area 30 by 16 by 7 ft.

A compartment for storing meats is cooled by a large-capacity Frigidaire forced air cooling unit suspended from the ceiling and hooked up with a 3/4-hp. air and water-cooled compressor.

The dairy product and vegetable walk-in compartments are refrigerated by a single 1-hp. air and water-cooled compressor. However, the forced air cooling unit in the vegetable cooler, although designed similarly to one in the dairy walk-in, has less capacity.

A low temperature walk-in compartment for frozen foods is maintained at 0° F. by a large-capacity, blast-type freezing unit equipped with a hot gas defrosting system. An air and water-cooled compressor of 1 hp. supplies the refrigeration.

Another extremely interesting installation is the insulated walk-in used primarily for the storage of chocolate coated candies—one of the specialties of Huyler's. An electric dumb-waiter leads from the walk-in up to the retail candy counter in the dining area above.

Many retail establishments do not attempt to store quality chocolates in the summer months because high temperatures cause melting and excessive humidity causes additional damage.

Candy Storage Room Held at 70° F.

The candy walk-in room is cooled by a custom-built conditioning unit, especially designed by Seaboard Appliance & Refrigeration Co., to control temperature and humidity on a year-round basis. Temperature is maintained at 70° F. with a maximum 50% relative humidity by a radial ceiling cooling unit equipped with a tubular strip heater surrounding the air discharge.

The operation of this heater is controlled by a thermostat and humidistat, connected to a 1/2-hp. air and water-cooled compressor. The strip heater adds heat to the room to keep the compressor in operation until

both temperature and humidity conditions are satisfied.

A year-round Frigidaire air conditioning system keeps patrons cool in the summer and comfortably warm during the winter season. The system cools or heats, dehumidifies, filters, and ventilates the air. By-pass dampers are employed insuring constant air circulation throughout the restaurant at all times.

The heart of the cooling system is a heavy-duty, water-cooled reciprocating compressor of 20 hp. Located alongside this powerful compressor is a compact, horizontal-type 24-ton central system air conditioner.

Step Controlled

Refrigeration Compressors

The compressor, which is equipped with step control and an evaporative type condensing unit, provides an extremely flexible, economical operation. The compressor is connected to a 25-ton evaporative condenser which is located adjacent to the compressor room. Warm air from this evaporative condenser is discharged under the boardwalk, fronting the ocean.

Actually this evaporative condenser not only serves as a water-saver but as a ventilating system for the basement. At the rear of the building, a motorized damper automatically opens when the equipment starts to operate, permitting 6,300 c.f.m. of air to be drawn into the basement to replace discharged air from evaporative condenser. This ventilating system, in turn, helps to remove heat given off by the battery of smaller refrigeration compressors which are, for the most part, combination air and water-cooled models.

While step control of refrigeration

compressors is not new, the application in this system is an interesting one. The large heavy-duty compressor which operates the air cooling phase of the system, is equipped to vary its capacity automatically matching the conditioning load.

A proportioning thermostat is installed in the return air duct. This thermostat is connected to a proportioning motor which operates face and by-pass dampers. As the temperature of air returning from the conditioned space approaches a point where the thermostat is satisfied, it causes the face dampers to partly close.

Part of the air circulating over the cooling coil is then supplanted by air which is by-passed from the return to the supply ducts without passing through the cooling unit.

This naturally reduces the cooling load on the compressor and, since the full capacity is not needed, a micro-switch, operated by a cam on a shaft extension from the by-pass damper activates the step control. Two of eight cylinders of the compressor are cut out, permitting it to operate as a six-cylinder unit.

Efficient Humidity Control

At precisely the same time the compressor changeover takes place, a solenoid valve is closed on one section of the four-section cooling unit, reducing the refrigerated coil's capacity by about 25%. This tends to give more efficient humidity control under light load conditions.

As the temperature is reduced still further in the conditioned space, the face dampers close even more and cause a second microswitch to repeat the operation. Two more cylinders

of the compressor are cut out and another section of the cooling coil is closed off, affording a reduction of 50% of the total capacity.

Such a system of step control not only shows substantial savings in daily operating expense, but permits more efficient performance and longer life for the equipment.

Sheet metal ducts carry cool, fresh air from the air conditioner in the basement to the conditioned space on ground level. The conditioned air is distributed through ceiling outlets. Return air grilles are built into the furnishings. Thus, virtually every inch of floor area in the dining area can be put to profitable use.

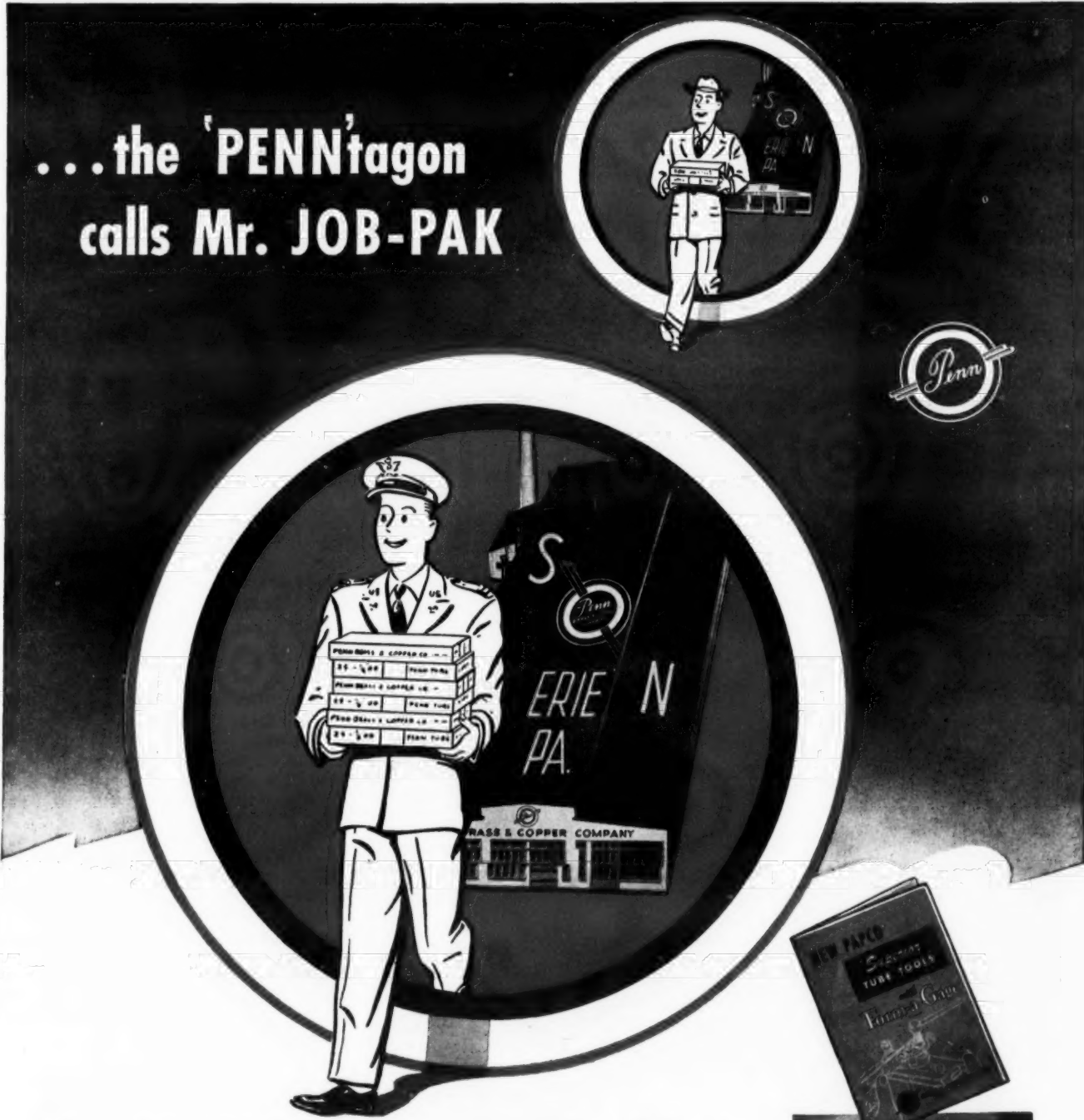
System Is Flexible

The automatic qualities and flexibility of this year-round system are exemplified by a simple control switch marked "summer and winter." When this switch is moved to the "winter" position, the action of the thermostat, face, and by-pass dampers is reversed. A valve is automatically opened supplying live steam to a single-row heating coil. Heat for the restaurant moves through the same ducts, which carry cool air during the summer months.

In addition, a steam projection unit is installed in the vestibule entry way to retard heat loss when the door is opened during the winter. Heat is also supplied over the window area through a duct system. A second return is provided for this area.

This arrangement blocks the cold curtain of air encountered at the front of the building when temperatures are extremely low. Thus, customary floor drafts are substantially reduced.

...the 'PENN'tagon
calls Mr. JOB-PAK



Quality TUBING GETS DRAFTED First

The government needs high quality tubing—dependable at all times for perfect performance and lasting serviceability. Naturally, Penn was put on call early, for Penn tubing measures up in any field. Rigid quality control maintains the properties for which Penn seamless tubing is famous—it's always dry, clean and bright, uniform, and so easy bending. For easier installations and fewer rejections, insist on tubing with the Penn trademark, packed in the protective Job-Pak carton. Even though allotments have been reduced, you can always count on a "package of quality" with every package of Penn tubing.

Modern Papco tube tools save tubing by making a perfect flare . . . Order now and conserve tubing. Send for complete Papco literature.



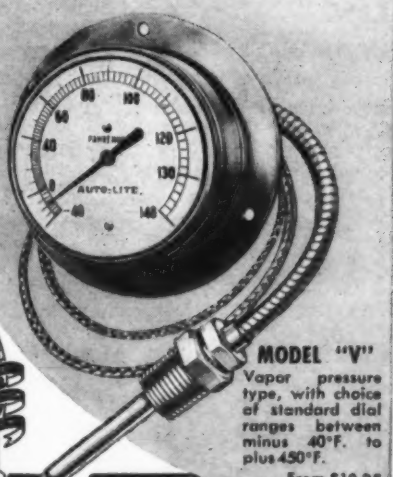
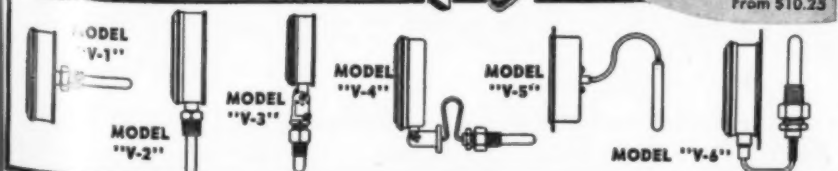
QUALITY TUBING HAS A "PENN NAME"
PENN BRASS & COPPER COMPANY
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Depend on
AUTO-LITE

for
**TEMPERATURE
INDICATION**

Model "V" is one of many Auto-Lite dial thermometers made for industry. The outline drawings show how this temperature indicator can be adapted to meet specific needs through various standard mountings. Send for our new Catalog No. G-143-B of Auto-Lite dial indicating and recording thermometers.

THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION (Dept. D)
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARINIA, ONTARIO



'Merchants' Don't Sell Appliances

Be a Specialist, Be a Door-to-Door Salesman, Tell a Complete Product Story and Summarize It, NARDA Dealers Are Told

CHICAGO—Don't be a merchant; be a specialist.

Don't neglect door-to-door selling. Don't let a prospect get away without summarizing the product story.

These and other suggestions were passed on to dealers attending a sales and sales promotion symposium held during the mid-year meeting of the National Appliance & Radio Dealers Association.

Members of the symposium panel were C. M. Davidson, Davidson & Co., Miami, Fla.; George Marcuse, The Radio Center, New Orleans; and Roy Firebaugh, Roy's Appliance Store, Beloit, Wis.

It was Davidson, a retailer of long experience in the business, who recommended that dealers stop being merchants and start being specialists. As specialists, he said, retailers—like doctors—could set their own firm prices and stick to them, instead of having to battle it out discount-wise and credit-wise.

Pointing out that plumbers, cabinet makers, builders, and other factors are entering the appliance business, he asked: "Whoever heard of them offering discounts? So why should appliance dealers?"

Concentrate on a Specialty

He observed that each dealer should decide for himself on what specialty he wants to concentrate, since situations differ in different markets. For example, he indicated, one dealer might want to become a specialist in service. Or another might decide on home demonstrations. Whatever the choice, the dealer who builds up a reputation as a specialist won't have to give discounts, he stressed, adding that he has decided to do just that.

In offering this advice, Davidson predicted that appliance retailers are in for the toughest fight of their lives in days ahead. Becoming a specialist, he believes, will help him get through this period successfully.

"My plans for the future are not dependent on any one manufacturer or distributor but on me," he declared.

Continuing, Davidson showed the dealers a flip-type visualizer chart he has worked out for use in giving complete home demonstrations of automatic washers. He said his company plans to prepare similar charts for the merchandising and demonstrating of all major appliances.

Davidson explained that the visualizer was developed after it was found that the customer was often confused as to just how to use a washer and the salesmen sometimes skipped over points. The chart, he said, provides a means for concentrating the woman's attention during a home demonstration and also prevents the salesman from forgetting any points.

The visualizer shows every step to take in operating a washer, how to take care of it, and lists product advantages. The company plans to fine salesmen if they fail to use the chart, with the money going into a "kitty" for a party.

Don't Overlook Door-to-Door Selling Techniques

Marcuse advised against neglecting door-to-door selling in telling how his company has benefited by such activity. The firm, he explained, employs 14 salesmen who alternate between inside and outside work.

This is how the outside canvassing program works, according to Marcuse:

Each salesman is required to make 60 calls a week, preferably in the morning. Names of prospects are obtained from a city directory.

A "strictly negative approach" is used in calling on homeowners. As a "door opener," the salesman offers the prospect a measuring glass bearing the company's name. Then he simply hands her his business card and asks her to call him if she needs any of the products his company handles. Product literature is always taken along on these calls.

When the salesman returns to the office, he mails a card to all the prospects visited, thanking them for the courtesy of allowing him to call on them.

Marcuse said this procedure has been used successfully for the past two years.

"Door-to-door selling shouldn't be neglected," he emphasized. "It really pays off."

Radio Center salesmen are paid on a commission basis only, Marcuse said, with the salesmen paying all the expenses on their own cars.

As a part of its sales training program, the company has worked out a "salesman's guide" consisting of 13 "general orders" which the salesmen are required to memorize.

Guide for Salesmen

These rules call for the salesmen to be enthusiastic, take more time to plan work, find out exactly what the customer wants and help him to get it, cultivate the art of asking questions, find the main point of interest and stick to it, learn to listen, prove customer confidence is deserved, know the business, show appreciation of the customer's business, smile to be welcome, remember names and faces, never forget a customer and never let him forget you, and be sure to try trial closes.

Marcuse also underscored the value of a good service department. In this connection, he told how his firm has obtained good results in offering to loan later-model television sets to persons who want defective receivers repaired. Those who accept the offer are visited by a salesman before the repaired set is returned. He urges the set owners to trade in the set on the newer model, often successfully, Marcuse related.

Marcuse formed his company after World War II and it has since expanded to the point where last year the firm used approximately a half million lines of advertising. To attract new customers, Radio Center offered 14 different lines of television receivers so it would have practically any brand a prospect wanted. This wide assortment was intended to build customer satisfaction so patrons would return to buy white goods, Marcuse said.

Summarize Product Story

The suggestion to repeat the product story before the prospect gets away was tossed out by Firebaugh, another postwar operator who recently opened a second store in Janesville, Wis.

If the prospect prepares to leave the store to do some more "looking around," Firebaugh's salesmen say, in effect: "Fine. Look around. And here's what you should look for." They then run over the high points of the store's product briefly so the prospect has them freshly in mind. This sales "gimmick" has produced very good results, the dealer declared.

Many of today's salesmen don't know their products adequately and thus they can't tell an intelligent sales story, Firebaugh asserted. He said he meets this problem by conducting two sales meetings a week for his sales personnel.

Firebaugh also commented on the benefits that can be derived from extending service even to a consumer who has purchased an appliance from another dealer. He told how he received an urgent call for service from a person who had bought a freezer from a dealer handling the same line as he does. He did so and as a result sold a refrigerator to the person's neighbor.

Develop Good Telephone Manners

Another point made by the Wisconsin dealer was that retailers should watch their telephone manners. Noting that "we're often inclined to be gruff at times" over the phone, he remarked that a friendly, pleasing tone often leads the listener to think: "That salesman sounds like a darn nice fellow. I'm going to go down there and visit that store."

Firebaugh concluded by urging his audience to "sell with pep and enthusiasm and instill this spirit in your whole organization."

Copies of sales-producing advertisements run by Firebaugh were on display during his talk. One made capital of the fact that a General Electric refrigerator was the only "survivor" of a \$3,000 fire which gutted the home of a South Beloit resident.

Use 'Stunt' Advertising

Just below and to the left of the advertisement heading, "Here's Proof! You Can't Beat General Electric Dependability," was reproduced the newspaper story reporting the fire. Two sentences emphasizing the extensive damage to the home were circled. On the right was a close-up picture of the burned refrigerator. Copy in between said:

"On Wednesday morning, February 13, 1951, fire completely destroyed the Albert McMillan home . . . The news story (left) from *The Beloit Daily News* of that date tells of the loss, which leveled the home to the ground.

"When the Service Dept. of Roy's drove out to pick up the 'remains' of the refrigerator, it stood in the midst of the charred debris, badly blackened and scorched, looking as ruined as the rest of the house (picture right).

"Back at the shop though, it was a different story. When the refrigerator was plugged in to the electric current the dependable G-E motor began humming and the refrigerator went back to making ice cubes . . ."

Reproduced in the lower half of the advertisement was a picture of the front of Roy's Beloit store, showing the burned refrigerator on display in the window. Visible on the door of the refrigerator was a sign headed "Look Inside. It Still Runs!"

Copy at the right of the picture urged the public to see the refrigerator at the store. Other copy pointed out that the refrigerator was completely covered by General Electric Credit Corp. insurance and that "Mr. McMillan will receive full payment from the company."

After his talk, Firebaugh said his company "probably sold 50 refrigerators that could be tied to our burned-refrigerator promotion. We had people stop in our store from as far away as Milwaukee (90 miles) to look at the burned refrigerator."

MORE INFORMATION?

Use Handy Coupon on "What's New" Page of this issue.
Use Key No. for fastest service.

Write your own ticket for Air Drier profits

with the powerful **OASIS** program

- ★ BUILDS DEMAND
- ★ DRAWS LEADS
- ★ CLOSES 9 OUT OF 10

You can write your own ticket for sales and profits in the big, new, profitable air drier field, when you sell the OASIS way!

1. **National Advertising** builds demand in leading home magazines—Better Homes & Gardens, House Beautiful, House & Garden.

2. **Local Promotions**—a hard-selling co-ordinated program of newspaper advertising, direct mail, store and window displays, tie in at the local level, draw interested leads.

3. **Sensational "Closer,"** sells 9 out of 10. Try-before-you-buy demonstration in prospect's home takes water out of the air before their eyes—up to 3 gallons of water every 24 hours. When they see, the selling is done!

NO MORE DAMP DAMAGE

The amazing OASIS Air Drier ends dampness and all that goes with it in homes, offices, stores, factories, warehouses, libraries, and many other buildings. Uses no chemicals; plugs into any A. C. outlet. Mail coupon today for more facts!

OASIS



The world's largest manufacturer of ELECTRIC WATER COOLERS

Rush this coupon—reply by return mail

The Ebco Manufacturing Co.
404 W. Town Street, Columbus 8, Ohio
Gentlemen: Please tell me how I can "Make Money out of Air."
Name _____
Address _____
City _____ Zone _____ State _____

Grand Rapids Brass

COMMERCIAL REFRIGERATION HARDWARE
FOR NEW EQUIPMENT OR REPLACEMENT

Locks, Strikes and Hinges
that Contribute to Quality
in the World's Finest Refrigerators

Grand Rapids Brass Company

GRAND RAPIDS, MICHIGAN

A DIVISION OF CRAMPTON MANUFACTURING COMPANY

'Three A's' of Good Service

Customer Relations Found To Be as Important as Technical Knowledge

PHILADELPHIA — "Appearance, attitude, and attentiveness" are the fundamentals or "three A's" of good customer relations which the service men need as much as his technical knowledge and experience, emphasizes the Philco Corp. service division in its latest bulletin devoted to shop practices and service techniques. The serviceman today, declares Philco, "occupies a position in the radio, television, and appliance field which, as contrasted with his status 15 years ago, may be regarded as 'big business' in all the best interpretations of that phrase. . . . Nothing is more important in this vastly expanded horizon than a complete awareness of customer relations which simply means that he must know how to handle people if he's going to get maximum returns from his business."

Appearance. . .

On the subject of "appearance," Philco says:

"It is hardly our purpose to suggest that every serviceman should wash behind the ears every morning. We're confident that elementary hygiene prevails. It is astonishing, however, how many believe that a second-day beard will pass unnoticed. But beyond this, appearance can go far to sell a serviceman to his customer. . . .

"If you're with a service contractor or dealer who supplies or requires a uniform, you're just that much ahead. But you cancel out that advantage if the uniform isn't always clean and pressed to a knife-edge. Uniforms are important even if you are a one or two-man organization and they are readily obtainable on a rental basis. Bow ties generally look better with uniforms. . . .

"Again, the uniform will lose its effect if the wearer skips the morning shave and just runs his fingers through his hair. What man needs to be told that good grooming is a must with the ladies—your customers in the majority. A neat appearance may get you out of a problem which all the technical ability in the world won't help."

"There are other obvious little rules for the rewards to be obtained through good appearance:

"1. Wear rubbers on rainy days and remove them before entering."

"2. Throw away your cigarette when you knock on the door."

"3. Remove your hat with your greeting."

"4. Once inside, place your tools on a drop cloth on the floor."

"5. If you want to smoke, ask permission and an ash tray."

"6. Remove furniture to a safe distance if it is in the way and be sure your hands are clean; finger marks on upholstery or on walls can even result in damage suits."

Attitude. . .

As for "attitude" Philco comments: "Not only it is important to remain aware of the job at hand, but it is your responsibility to be in full sympathy with the customer's complaints, his disappointment with the refrigerator that's stopped running, the television picture that has blacked out."

"To him a breakdown is not just another technical problem, it is an unjustifiable fault which he had no reason to expect when he laid down his hard-earned money for the product. You, as a serviceman, can restore customer confidence by a reassuring, sympathetic attitude. You will never accomplish this, however, if you go about every job as though it were 'just another headache' or if you remain detached from the customer's disappointment and approach the job as a mere technical experiment."

"If you regard every complaining customer as just another crank, your own career as a serviceman will be an unhappy one, if indeed, not a short one."

Attentiveness. . .

Importance of "attentiveness" is explained by Philco this way:

"Most of the time a customer will have a pretty good idea of what's wrong with his radio, television, refrigerator, or electric range. That is to say, usually he can give a reasonably accurate report of the outward symptoms of trouble."

"By paying attention to every word that's said you first win the confidence of the customer, and, second, you may get just the right clue which will bring about a quick fix of the trouble. Experienced technicians admit that often they are amazed at the hints they obtain by listening politely but, above all, attentively."

"Attentiveness pays off as nothing else will with the irate customer who wants to let off steam. . . . will ease you through difficult situations—collection of c.o.d. charges, as one illustration, or adjustment of warranty calls."

Connor Names Hagen as Design, Engineering Aide

NEW YORK CITY—The W. B. Connor Engineering Corp., manufacturer of ventilating and air conditioning specialties, announces the appointment of Harold F. Hagen as design and engineering consultant.

Hagen has had long and varied experience in the practical application of aerodynamics. For over 25 years he was vice president and director of research of the B. F. Sturtevant Co., and he also held a professorship of the practice of mechanical engineering at the graduate school of engineering of Harvard university.

Hagen's commercial work includes the design of the fans for most of the country's vehicular tunnels, among them the Holland, Lincoln second tube, Queens Midtown, and Brooklyn-Battery tunnels in New York.

Heath Succeeds Johnson In Buffalo Forge Post

BUFFALO—Three promotions and a retirement in the Buffalo Forge Co. were announced by Chairman Henry W. Wendt.

Nathan R. Johnson, who has been with the company 35 years, is retiring as a director and factory manager. William R. Heath will succeed Johnson as factory manager with the new title of manufacturing director. Heath started with Buffalo Forge in 1922 and has been chief engineer since 1948.

John E. Gill was named chief engineer, succeeding Heath. Gill started in the company's engineering department in 1929. He has been in charge of pressure blower and axial flow fan sales for a number of years.

George P. Schivley was promoted to plant manager. Schivley joined Buffalo Forge in 1940 and became plant superintendent in 1943.

Stuart Cooling Moves to New Miami Quarters

MIAMI, Fla.—Stuart Cooling Corp. of Florida has recently moved to more centrally located quarters at 2511 N. W. 2nd Ave. here.

Armand Cowan, president, and Herbert D. Fink, secretary, decided upon this move because of the large amount of emergency service and maintenance which is being rendered by the company in the greater Miami area.

The new location is said to be in

the center of the various supply houses and closer to customers.

Cowan said that the firm has just completed the busiest fiscal year in its history. It completed 67 installations of air conditioning equipment totalling 1,148 tons, as follows:

Type of Application	No. of Installations	Tonnage
Restaurants and Cocktail Lounges	9	295
Retail Stores	36	294
Hotels	7	265
Offices	9*	249
Residences	6	45
Total	67	1,148

*This includes two complete office buildings; the Chamber of Commerce building, Miami, with 154 rooms requiring 120 tons and the Miracle building, Coral Gables, approximately 50 office suites requiring 80 tons.

Restaurants and cocktail lounges include such nationally known institutions as Wolfie's, Pickin' Chicken, Fan and Bill's.

Hotels include: Hotel George, 30 rooms; Hotel Bolivar, 50 rooms; Hotel Revere, 60 rooms; Hotel Kimberly, 78 rooms; Hotel Du Barry, 80 rooms; and Tropical Gardens Apts., 48 units.

Reliance Sales and Service Opens In Shepherd, Mich.

SHEPHERD, Mich.—Wallace Lavigne, refrigeration specialist, has opened here a refrigeration service under the name of Reliance Sales and Service. He services commercial and domestic refrigeration and air conditioning. Lavigne was in Detroit in similar work for 17 years.

3 WAYS BETTER!



ANSUL OIL 150

THE ALL-TEMPERATURE REFRIGERATION OIL

...at any price!

THE NEW . . . IMPROVED . . . ANSUL REFRIGERATION OIL . . . IS A RESULT OF THE PERSISTENT SEARCH BY ANSUL CHEMISTS AND REFRIGERATION TECHNICIANS FOR THE FINEST QUALITY REFRIGERATION OIL . . . AT ANY PRICE!

Since Ansul Refrigeration Oil was introduced in 1949 . . . its acceptance by refrigeration men has continued to expand. In only two short years Ansul is one of the leading refrigeration oils sold exclusively through Refrigeration Wholesalers.

The new . . . Improved Ansul Refrigeration Oil is now available at leading refrigeration wholesalers everywhere. It meets, or surpasses, every specification established by Ansul Research for a high quality refrigeration oil.

BUT BUY IT NOW AT THE NEW LOW PRICE. Use it for more dependable, trouble-free lubrication.

Ansul has greatly increased its Research facilities—expanded its Research Program—and added new modern Pilot Plant facilities to better serve the Refrigeration Industry.

NOTE THESE IMPORTANT ANSUL FEATURES —

- a. *Lower floc point.
- b. *50% lower wax content.
- c. Moisture — ANSUL CONTROLLED minimum.
- d. *Lower pour point.
- e. Rigidly checked for high stability.
- f. *Lowest affinity for moisture.
- g. New low price.
- h. Available in quart, 1-gallon and 2-gallon cans; also in 5-gallon and 55-gallon steel containers.

*Improved features

ANSUL
CHEMICAL COMPANY
REFRIGERATION DIVISION
MARINETTE, WISCONSIN

ANSUL SULFUR DIOXIDE • ANSUL METHYL CHLORIDE • ANSUL OIL • KINETIC "FREON" REFRIGERANTS
ALSO MANUFACTURERS OF INDUSTRIAL CHEMICALS • DRY CHEMICAL FIRE EXTINGUISHERS



SOLENOID VALVES

Made Better to Serve Better

A SERIES OF DEPENDABILITY FEATURES

No. 1 Tight Seating



THESE PILOT-OPERATED VALVES have a composition main seat disc and a composition pilot seat disc. These materials were selected in cooperation with the U. S. Government and thoroughly tested in life breakdown tests.

This new JE design offers tight seating at any pressure within the operating range, and there is no "bubble tolerance" in our assembly, or testing lines. To make sure these Valves close tightly at all times, we have introduced "spring loaded" closing action.

5 Features of Dependability in JE

SOLENOID VALVES

- 1 TIGHT SEATING — No bubble tolerance
- 2 SIMPLICITY — Only two moving parts
- 3 LONG LIFE — Cool Coils
- 4 DURABILITY — All corrosion-resistant materials
- 5 OPENING PRESSURE DIFFERENTIAL — higher than most others on the market.

May we submit samples for your test and approval? Write today for details.

JACKES-EVANS MANUFACTURING COMPANY
CONTROLS DIVISION
4427 GERALDINE AVE. • ST. LOUIS 15, MO.

They'll Do It Every Time By Jimmy Hatlo



Do You Have 'Both Feet On The Ground'?

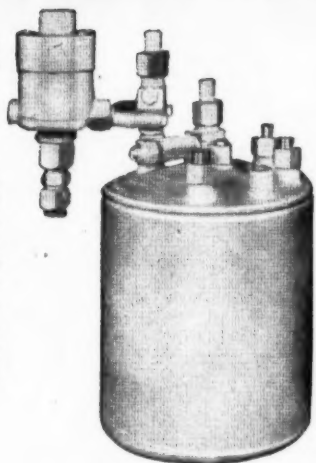
TEMPRITE

INSTANTANEOUS . . .

WATER COOLERS
BEVERAGE COOLERS
CARBONATORS
ACCESSORIES

WATER & BEVERAGE COOLERS

Compact Temprite water coolers operate on patented instantaneous cooling principle. There's a Temprite model for the smallest to the largest commercial or industrial application. Adaptable for use with carbonated beverages and many other special liquids. Constructed entirely of non-corrosive materials.



BEER COOLERS

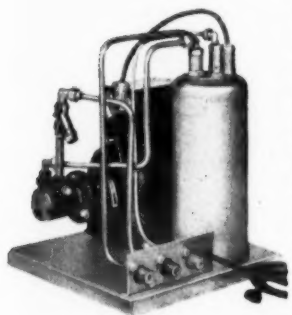
Actually cool up to 3 kinds of beer plus carbonated water and plain water in the same cooler at the same time. Patented control maintains perfect drinking temperature under heaviest loads and protects against needless draught beer waste. All stainless steel coils are easy to keep clean and high tensile strength offers safety and permanency. Beer coolers are obtainable with or without the outside water and soda water cooling coils if desired.



CARBONATORS

Temprite Automatic Carbonators will deliver as many as 6450 glasses of highly carbonated water from a single 20 lb. tank of CO₂ gas. No loss of CO₂ gas through purges or vents. Gives peak carbonation at lowest CO₂ gas pressure.

Shown is the completely self-contained packaged unit. Temprite Carbonators are also available for remote installation of the pump, motor and relay assembly; and a Cooler-Carbonator assembly is offered which will cool and carbonate water at the rate of 300 glasses per hour, at a constant 40 degree temperature.



EQUALIZER TANKS

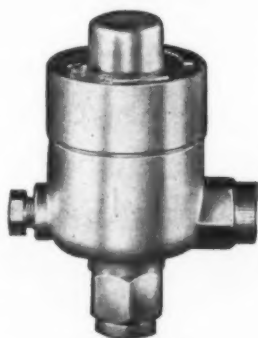
Prevents short cycling of condensing unit and permits temporary overloading of cooler without passing load directly on to compressor. Recommended in all Temprite installations except in large duplex systems. Made of cold rolled steel, electrically welded, pickled and neutralized; thoroughly cleaned and dehydrated. Aluminum finish. Approved by Underwriters.

TWO-TEMPERATURE VALVES

Provide a wide range of adjustments and close temperature control. Essential to the multiple type refrigeration system, the Temprite 2-Temperature valve is also used on single applications where closer and more constant regulation is required than can be furnished by the condensing unit control switch.

Of the throttling type, these valves begin to close as the cooling unit approaches its required low temperature. The amount of refrigeration is thereby reduced, and all cooling units in the system reach their cut-out point about the same time, thus maintaining a better balance in the system.

Five models are available for use with Freon, SO₂ or Methyl Chloride refrigerant in capacities up to 250,000 B.T.U. Rugged construction, accurate control, and low pressure drop across the valve insure long life, satisfactory operation.



OIL SEPARATORS

In capacities from 1/6 H.P. to 50 tons; removes over 98% of oil from the refrigerant gas along with dirt, scale, core sand, etc. Keeps oil in compressor, away from condenser, expansion valve, and evaporator coils. Permits the refrigerant to boil at its true boiling point. Heat transfer is increased up to 20%, thus evaporator temperatures from 4 to 7 degrees lower can be reached at no increase in operating time. Adaptor blocks are available to facilitate installation into systems up to 5 tons. Installed between head of compressor and discharge shut-off valve. Studs, bolts and gaskets included as a complete assembly.



Distributed in Canada by Refrigeration Supplies Company Ltd., London, Ontario

TEMPRITE PRODUCTS CORP.

ORIGINATORS OF INSTANTANEOUS LIQUID COOLING DEVICES

P. O. BOX 72-1 EAST MAPLE RD.
BIRMINGHAM, MICHIGAN

AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

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registered
U. S. Patent
Office
Est. 1926



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REFRIGERATION *News*

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Let Your Guard Down, And You May Be Knocked Out

MIDSUMMER of this year "the impossible" happened in boxing circles. Jersey Joe Walcott—an old man, a washed-up has-been, a character who was scorned by all the experts and advised to retire for the umpteenth time—won the heavyweight championship of the world from Ezzard Charles.

A few days earlier, middleweight champ Ray Robinson—who was acclaimed as the greatest fighter in the world, and considered virtually unlickable—was battered into submission by a virtually unknown Briton.

After studying movies of these fights it is obvious that both Charles and Robinson lost their crowns because they let their guard down, and forgot to guard their chins. Apparently they thought that winning could be taken for granted.

Perhaps a parallel can be drawn with the present industrial situation.

Fortunately, most businessmen have learned a lesson about overconfidence in recent years. They seem determined never again to discontinue or diminish selling effort, advertising, and promotion—even when order backlogs exceed production temporarily. As a matter of fact, the more enlightened executives now believe that a seller's market calls for *better* and *bigger* promotion, to protect against the inevitable let-down reactions.

There are exceptions, however. Those who forget to protect their chins against a sudden buyer's market can be knocked flat on their backs.

That pitiful argument, "we have nothing to sell," is the most destructive fallacy ever imbedded in the minds of short-sighted managers. One always has something to sell, whether it be a product, the value of a company's stock, supplier goodwill, or that most precious asset—a good name.

The moment management assumes that a seller's market presents an opportunity to cut dollars from selling or advertising appropriations is the very moment it exposes itself to inroads from alert competition.

Smart competitors recognize that a seller's market provides a rare opportunity to steal a march on somnolent rivals.

The businessman who pulls down his flag forgets that relations with present and future customers can be more important to the growth and survival of his business than his products or services in themselves.

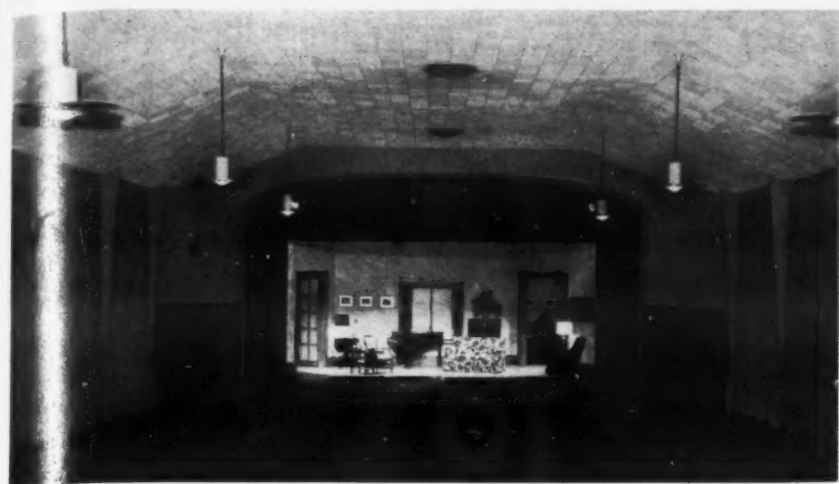
Naturally, a good product or service is an integral part of good customer relations. However, an inanimate object can't sell itself.

A seller's market may indicate a temporary scarcity of goods. However, there's *never* a scarcity of people who want, need, and will buy sometime IF they are sold and kept sold. One can lose contact with these people . . . and then, when needed desperately, they may be under somebody else's tent.

Selling isn't a simple matter of presenting a superior product. It includes helpfulness, confidence, personal attention, friendships, and continual reminders that you are in business to serve people.

The only possible excuse for cutting down on a sales program is having nobody to sell.

And, of course, that's exactly what happens *after* a sales and advertising program is allowed to slide.



Air Cooling Theater Was Easy Because It Was Planned for In Heating Installation

MOUNTAIN HOME, Pa. — The Pocomo Playhouse, a summer theater here, enjoyed an air conditioned season this summer and bigger box office receipts, after a four-year wait.

Back in 1948, Mrs. Rowena Stephens, a New York socialite who owns and operates the theater, called in the Lehigh Engineering Co. of Bethlehem, Pa., to design and install a heating system for the building.

Howard P. Welsh, who handled the negotiations for Lehigh and supervised the installation, discovered that Mrs. Stephens was considering air conditioning the theater, too. But she maintained that financial conditions were not such that she could afford it then.

Knowing that the playhouse would some day be air conditioned, Welsh put in a forced air heating system designed for the addition of cooling at a later date. He selected all air handling equipment on the basis of the ultimate c.f.m. requirements.

Due to the critical noise factor in the theater, acoustically lined supply ducts were held to velocities below 1,200 f.p.m. and return ducts below 800 f.p.m.

An oil-fired hot water boiler was installed with two zone circulators, one to supply a heating coil in the auditorium air handling system, and the second circulator to supply radiators in the dressing rooms and backstage.

In June of 1950, Lehigh was asked to design and install a cooling cycle for the theater, scheduled for operation this year. It was ready by April, Welsh said.

The air conditioning equipment used consisted of a Trane 30-ton water cooled condensing unit with two-step capacity reduction, a Trane 6-row direction expansion coil with a 20-sq. ft. face area, and a Trane SW BI #33 fan designed for 12,000 c.f.m.

These were governed by Minneapolis-Honeywell electric controls, including automatic dampers with reheat available. Tuttle & Bailey ceiling type diffusers were used.

Welsh ran into a special problem in finding room for his equipment. The theater's entire basement area measured only 10 ft. by 15 ft. He solved this problem by installing the condensing unit in a ground cellar next to the building and running his lines underground to the equipment in the basement.

"Performance and conditions have been very satisfactory," Welsh declared, "with an unusual amount of favorable comment from the patrons, and a definite improvement at the box office."

Welsh commented that Lehigh is a large contracting organization specializing in industrial and commercial heating, air conditioning, and ventilation installations.

He said the company has all the facilities and trades required for a complete installation, including an engineering department and large sheet metal shop.

The refrigeration and service department is equipped to install and service all types of installations regardless of capacity or manufacturer, he added.

General Controls Buys Grayson-Greenamyre, Inc.

LOS ANGELES—General Controls Co. announced that it has purchased the assets of Grayson-Greenamyre, Inc., Monrovia, Calif., including the latter's line of automatic appliance controls and five acres of land.

On the land acquired are 30,000 sq. ft. of factory, foundry, and office space with a working force of nearly 200 persons, according to W. A. Ray, General Controls president. He said the transaction involved about \$750,000.

Among products to be manufactured at the Monrovia plant will be automatic controls for water heaters, ranges, and space heaters. Ray said the company plans to expand the present Grayson-Greenamyre line.

B.A.C. Appoints Three Representatives In South

BALTIMORE—The Baltimore Aircoil Co., Inc., manufacturer of evaporative condensers and cooling towers, announces the appointment of the following representatives:

H. L. McMurry & Co. with offices in Jacksonville, Miami, and Tampa as exclusive representative in the state of Florida.

Bryner-Sprangle, 5701 Canal Blvd., New Orleans, as exclusive representative in the state of Louisiana, exclusive of the Shreveport area.

Humphrey-Wynne Co. of 620 Sterick Bldg., Memphis, as exclusive representative in western Tennessee and northeastern Arkansas.

Chlorinating Water

New Product and Technique Allow Accurate Metering To Accomplish Algae Control

BALTIMORE—A new product-equipment combination for chlorinating water has been developed by Mathieson Chemical Corp. here.

Claimed to enable accurate metering of dry chlorine, the combination has been designed for applications where a slow, steady release of available chlorine is desired.

The new product is Mathieson's HTH (high test hypochlorite) in tablet form. The equipment is a specially-engineered feeder called a "Hypochlorinator."

The latter is "designed to dissolve the tablets and dispense the resultant available chlorine solution at rates which can be accurately controlled and quickly varied to cover a wide range of operating demands," the company explained.

Mathieson said the combination can be used for the chlorination of cooling water (where algae control is a problem), small potable water plants, industrial waste and sewage, and other applications.

According to the company, the combination will "eliminate the disposing of insoluble sludge and the clogging up of equipment, handling and storing of heavy glass bottles of sodium hypochlorite, and all weighing, mixing, and handling operations."

The Hypochlorinator can be easily and quickly installed, presents no health or accident hazards, and does not require the attention of engineers

or technical personnel, it was stated. Maintenance and upkeep are said to be negligible.

The tablets, pure compacted HTH containing 70% available chlorine with no binder or filler, are three-quarters of an inch in diameter and a quarter of an inch thick. Each tablet weighs about one sixth of an ounce. They sell at approximately the same price as the granular HTH, and come packed in 100-lb., non-returnable drums.

The Hypochlorinator takes water from the high pressure point of a system at a rate controlled by a needle valve and indicated by a flow meter and injects it into a tablet bed resulting in a chlorine solution which is returned to the system at a low pressure point. Since the body of the unit is transparent plastic, the operator can tell at a glance when refilling is necessary, according to the company.

Seventeen inches high and 8 in. in diameter, with no moving parts, the standard model is designed to produce up to 6 lbs. of chlorine from a single filling.

WHY WAIT?

Get your new product info pronto. Use coupon on "What's New" page this issue. Use Key No. for fastest service.

THESE VALVES STAY CLEAN IN DIRTY WATER!



Model 65 Water Regulating Valve. Pressure 65 to 200 p.s.i. Freon 12. Available in 1/4", 1/2" and 3/4" sizes.

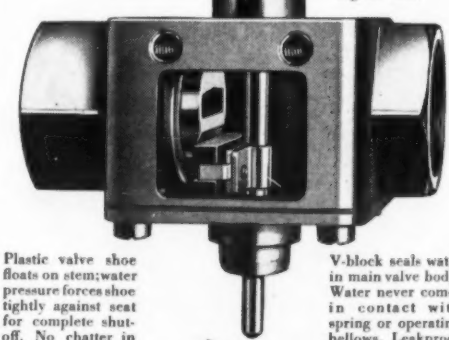


Model 65 Water Regulating Valve. Pressure range 165 to 300 p.s.i. for Freon 22 systems. Model 65 capacity from 2.7 to 42 gal. per min.

HERE'S WHY

Stainless steel valve seat, corrosion-free and ground to a fine surface finish, provides lifetime tight shut-off.

Valve seat is wiped clean on every cycle by unique action of shoe as it moves across. No chance for dirt accumulating on seat.



Plastic valve shoe floats on stem; water pressure forces shoe tightly against seat for complete shut-off. No chatter in operation.

V-block seals water in main valve body. Water never comes in contact with spring or operating bellows. Leakproof forged-brass body.



DEPENDABLE WATER-REGULATING VALVES PROVIDE SIMPLE, TROUBLE-FREE CONTROL

A quick look inside A-P's water regulating valves tells you why they are the valves you need for trouble-free operation of your cooling system. They're compact — simple to install. Operating range 65 to 200 p.s.i. Freon 12. Regulate cooling water for compressors up to 42 hp. An extra large bellows is your assurance of extra-long life. Because operation is not affected by inlet pressure — valve action is quiet and positive every time — no chattering.

Find out about A-P's trouble-proof water regulating valves today. Remember, it's A-P's — the only valves on the market with "the self-cleaning seat" that stay clean — even in dirty water. Write for Bulletin R-6.



DEPENDABLE Controls

A-P CONTROLS CORPORATION

(formerly Automatic Products Company)

2460 N. 32nd Street • Milwaukee 45, Wisconsin

Export address: 13 E. 40th St., New York, N. Y. • In Canada: A-P Controls Corporation, Ltd., Cooksville, Ontario

Stocked and Sold By Good Refrigeration Wholesalers Everywhere • Recommended and Installed By Leading Refrigeration Service Engineers

HUSSMANN

REFRIGERATORS--

ARE SCIENTIFICALLY DESIGNED IN BALANCE WITH

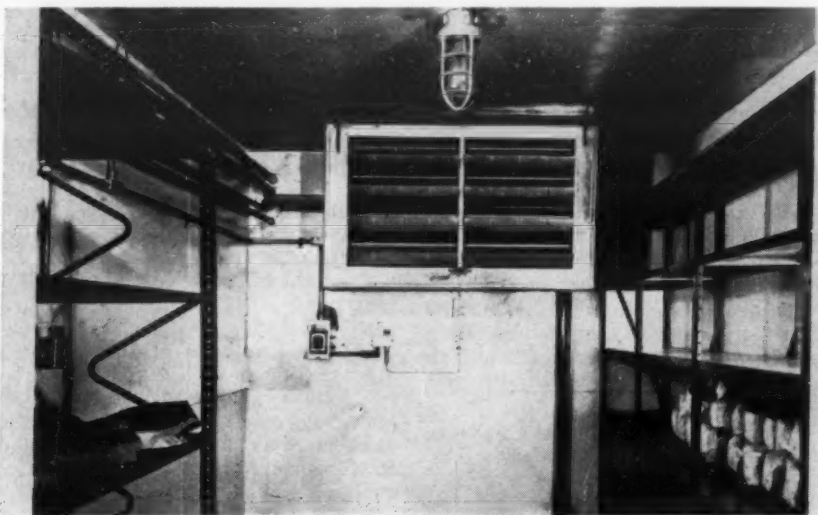
HUSSMANN

REFRIGERATION

The complete HUSSMANN Line of Display Refrigerators is designed to meet every need in the modern food store. And, balanced to HUSSMANN Refrigeration Systems, each unit is designed to meet every Refrigeration need, as well! You can recommend HUSSMANN with complete confidence.

HUSSMANN

HUSSMANN Refrigeration, Inc. • Hussmann Bldg. • St. Louis 6, Mo.
 Rvd. Freeborn Co., Ltd., Brantford, Ont., Hussmann Canadian Subsidiary



ONE OF FOUR walk-in coolers installed in American Meat Institute bldg. Kramer Trenton unit coolers with Thermobank automatic defrost system are featured.

American Meat Institute Foundation Building Has 4 Walk-Ins Ranging from -40° to 32°

CHICAGO—Four walk-in refrigerators covering between them a range of temperatures from -40° F. to 32° F. have been installed in the new building of the American Meat Institute Foundation on the University of Chicago campus here.

The foundation is an independent organization sponsored by the meat industry and working under an agreement with the University of Chicago. It conducts a program of meat research and education in harmony with the program of the university.

The refrigerators used by the

foundation in its work cover these temperature ranges: (1) -40 to -20° F. (2) -20° to 0° F. (3) -10° to 10° F. (4) 10° to 32° F.

These are powered by General Electric condensing units of 10, 5, 3, and 1½ hp., respectively. Refrigeration and automatic defrosting is by Kramer Trenton Thermobank models TV350, TV280, TV210, and TV160.

Temperatures in the various rooms are adjustable and controlled by thermostats manufactured by the United Electrical Control Co. The refrigeration installation was made by Refrigeration Systems, Inc. here.

Carrier Gets Subcontract for Major Components for G-E Turbojet Engines

SYRACUSE, N. Y.—A subcontract calling for large-scale production of axial compressors and other major components of the powerful General Electric J-47 turbojet engine—one of several defense orders totalling more than \$50,000,000—was announced recently by Carrier Corp.

Cloud Wampler, president of Carrier, reported that execution of the jet parts contract would utilize completely a new, air conditioned plant here, providing some quarter million square feet of manufacturing space.

Wampler said tooling is in progress for the production not only of axial compressors but also gas turbines, nozzle diaphragms, and other parts which are literally the "heart" of the J-47.

This engine now powers some of the world's fastest bombers and fighter planes. Carrier will serve in this instance as a subcontractor to G-E's Aircraft Gas Turbine divisions.

Under a prime contract for facilities with the Department of the Air Force, Mr. Wampler said that more than \$15,000,000 of tools and equipment would be purchased for government account.

These will be installed in the ultra-modern plant, 750 ft. long and 330 ft. wide, which was completed this spring. It was originally intended for the manufacture of lighter types of air conditioning and refrigeration equipment.

This new structure immediately adjoins Carrier's heavy equipment plant on Thompson Road, parts of

which are being devoted to other large contracts for special government work.

Contracts have just been let for the construction of another new building on adjacent property, to be known as TR3, which will provide an additional 150,000 sq. ft. of space.

The J-47 is now used in the North American F-86 "Sabre," which has been defeating the Russian MIG jets in dogfights over Korea, as well as in the North American F-86D, an interceptor which is reported to be even faster.

The engine also powers a number of bombers, including the six-jet Boeing B-47, the four-jet North American B-45, and the Convair B-36 intercontinental bomber which has four jets in addition to its six piston engines.

"The assignment of this work to a completely air conditioned plant certainly will facilitate our job," Wampler said. "We will have no dust problems, and by holding the temperature constant we can be free from the expansion and contraction of metals that so often throw close tolerances out of line."

The start of actual production on this jet job is still some months away, Wampler said, depending mainly upon the speed with which the necessary tools and equipment can be obtained in a tight market.

Williams Heads Western Region for Warren Co.

ATLANTA—The Warren Co., Inc. here, has announced that B. R. Williams has been appointed western regional manager for the company, with headquarters in Phoenix, Ariz.



B. R. Williams

Williams was formerly one manager in Phoenix for The Super-Cold Corp., of Los Angeles, from which position he resigned May 19.

In this position, he led all zones of the entire Super-Cold sales organization in wholesale sales for the last three years he was with that firm.

Williams for 11 years was engaged in wholesaling and retailing appliances. For four years he operated a chain of sandwich shops in the Midwest. His first experience in commercial refrigeration was selling directly to consumer, and for five years he was associated with distributor sales only.

From the very beginning of the supermarket trend, Williams has contributed materially to its acceptance and development in the West. He has designed a "cut-through" check-out stand, which has been applied to some of the larger markets in the West. He was one of the first individuals to use scale models in store planning.

The Warren regional office in Phoenix, headed by Williams, comes under the operation of western divisional offices, in Los Angeles, headed by Albert Rebel and George Lindahl, Jr.

Rebel was formerly manager of the International Division of Super-Cold and Lindahl was vice president in charge of sales. Both also were on the board of directors.

Hartman Manages Armstrong Industrial Insulation Dept.

LANCASTER, Pa.—Warden N. Hartman has been appointed manager of the Industrial Insulation Department of Armstrong Cork Co., it was announced by H. R. Peck, vice president and general manager of the company's building materials division.

Hartman became associated with Armstrong as a sales trainee in 1939. Since 1948 he had been manager of the contract operations department.

Peck also announced that Sloane C. Martin will continue as manager of the company's low-temperature insulation products, while James W. Liddell has been named manager of high-temperature insulation products, succeeding F. W. Muller who has resigned.

JUST ASK US!

Turn to "What's New" Page for useful information on new products.

Acme Appoints Tupper Southern Region Head

JACKSON, Mich.—Acme Industries, Inc. has announced the appointment of Vernon Tupper, Jr. as southern regional sales manager.

Tupper replaces William Funk who has been transferred to Philadelphia where he will be the eastern regional sales manager.

Tupper served as president of the Bal-Air Corp. (formerly known as the Air-Pak Co.) until its sale in June, 1950, to Tennessee Aircraft, Inc. Under the new ownership, he remained as president and supervised sales in the eastern half of the United States until May, 1951.

In his new capacity Tupper will be in charge of sales for all Acme products in the states of Texas, Louisiana, Florida, Alabama, Mississippi, Georgia, North and South Carolina, and Tennessee.

Norris-Thermador Bldg. Finished

LOS ANGELES—A 36,000-sq. ft. manufacturing building enclosed by 20-ton concrete tilt-panel walls has just been completed for occupancy by Norris-Thermador Corp.

Every G-E Condensing Unit offers these 5 extra values!

1,000,000-UNIT EXPERIENCE

Over the last twenty-five years General Electric has placed in operation in commercial applications more than a million units. Right in your community there are many G-E Condensing Units proving day after day the effectiveness of the right design, materials, and workmanship.

TOP CUSTOMER ACCEPTANCE

Let the widespread acceptance of General Electric products work for you.

OVER-THE-COUNTER SERVICE THROUGHOUT THE U. S.

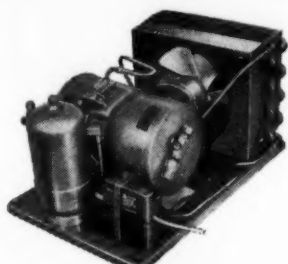
All over the country there are G-E Refrigeration Equipment Wholesalers and Renewal Parts Depots ready to handle all your requirements on the spot. Whether you need complete units or only parts, these authorized wholesalers offer fast, efficient over-the-counter service.

YOUR CHOICE OF A FULL RANGE OF 35 MODELS

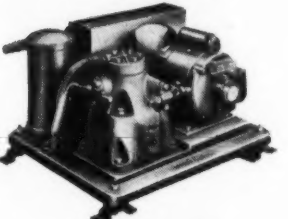
For every commercial refrigeration and small air conditioning application—both self-contained and remote—you will find a suitable G-E Condensing Unit. Choose from 10 Hermetics from 1/6 to 1/2 HP and 25 Open Type Units from 1/4 to 10 HP.

SIMPLE IN-WARRANTY REPLACEMENT POLICY

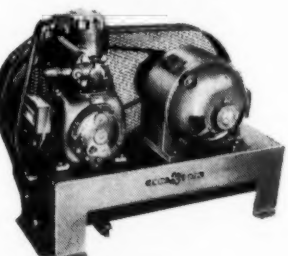
The G-E standard warranty covers every G-E Condensing Unit. This warranty builds your customers' confidence and goodwill. But—more important to you—replacement units and parts are quickly and easily available at any of G-E's authorized wholesalers.



Sealed Units
1/6 to 1/2 HP



Open Type Units
1/4 to 2 HP



Open Type Units
3 to 10 HP

G-E compressor bodies available in sizes from 1/6 to 10 HP

SEE YOUR NEAREST G-E REFRIGERATION EQUIPMENT WHOLESALE
AND RENEWAL PARTS DEPOT FOR



Condensing Units and Renewal Parts

WRITE to General Electric Company, Section AC-5 Air Conditioning Department, Bloomfield, N. J. for free literature on G-E sealed and open units.

You can put your confidence in—

GENERAL



ELECTRIC

Another Haertel Air Master DEHUMIDIFIER



SELL THIS AND OTHER MACHINES IN THE HAERTEL LINE. YOUR INQUIRY INVITED. WRITE TODAY.

WALTER HAERTEL CO.

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BY THE MAKERS OF THE FAMOUS "VAULTMASTER" DEHUMIDIFIERS, STANDARD IN MANY INDUSTRIES SINCE 1938.

AIR-MASTER model 50-B is a new advance in the art of drying air mechanically. Its "Ratio Damper" gives peak performance at any space temperature from 65° to 95° F. A third heat exchange element permits a part of the work done in cooling the entering air down to dew point, to be recovered. This cuts down refrigeration load. The 50-B challenges all competition for efficiency and economy.

Protect critical equipment and materials from moisture, damage by RUST, MOLD, MILDEW, ROSS, WARPING, TARNISH, CORROSION, CAKING.

Brass & Copper Sales Co. Becomes Hubbell Metals

ST. LOUIS—Brass & Copper Sales Co., a St. Louis firm with branches in Kansas City and Indianapolis, recently changed its name to Hubbell Metals, Inc.

Howard H. Hubbell, president, said the company, founded in 1926 by H. P. Hubbell, J. B. Sharp, and himself, as a warehouse distributor and agent for brass mill-products, has so grown in its diversity of products and services that the original name was no longer indicative of the company's business scope.

To correct this, and because over a span of 60 years the name of its founder and of its president has been associated with the distribution of all its products, the new name was selected at the June meeting of the board of directors.

Originally serving only the brass and copper requirements of its customers, the company soon developed into one of the country's pioneer wholesalers of refrigeration and air conditioning supplies. And by 1930, so that its customers could have strip metal quickly cut to any width, it installed the first mill type gang slitter in the St. Louis area. Demands for such and other service operations have so grown that today the company's facilities include numerous 12, 24, and 48-in. gang slitters, 12-ft. squaring shears, power saws, flatteners, and cut-to-length equipment.

In 1941 the company began distributing aluminum mill-products, and by 1945 had added stainless steel to its stocks of metals. Also, in 1945, the company established a branch operation in Kansas City, followed in 1948 by the opening of another branch in Indianapolis.

The St. Louis plant will have a tremendous expansion by the addition of new facilities and equipment erected at 5400 N. Euclid Ave. On this eight acre site there is now a 53,700-sq. ft. modern industrial building with private railroad facilities.

The office, broken case lot receiving and shipping, metals counter, and refrigeration supplies division continue to be located at 2817 Laclede Ave.

Recently other steel items such as galvanized, cold-rolled, and hot-rolled sheet; cold-finished bar; welded mechanical tube; and screws, bolts, and nuts were added so that today the company distributes sheet, wire, rod and bar, tube, refrigeration supplies, hardware, and accessories.

Automatic Liquid Return System Protects Ammonia Freezer Units

30,000 Lbs. of Hot Food Moves Into Freezing Tunnels Every 20 Min.; Heavy Liquid Surges Threaten Machinery

LOS ANGELES—Rapid movement of hot products into the freezing tunnels (30,000 lbs. in 20 minutes by three electric lift trucks) led to the installation of an automatic liquid return system for U. S. Shippers and Growers Service to prevent heavy liquid surges returning to the compressors and possibly wrecking the machines.

The new cold storage warehouse of U. S. Growers and Shippers Service, Inc., here has about 320,000 cu. ft. of storage space. This area is divided into freezer rooms and cold rooms with temperatures ranging from -30° F. to +35° F. Three Vilter compressors capable of 195 hp. run the plant's ammonia system. B. Solomon & Associates of Terminal Island, Calif. designed and installed the refrigeration system.

Economy, efficiency, and safety of operation of the ammonia system demanded some form of a liquid return system. The C. & S. Equipment Co. of Los Angeles recommended and supplied the Phillips automatic liquid return system, variation "A."

This is claimed to be automatic, easy to install, low in maintenance cost, and, of prime importance, with an initial cost estimated to be only about one half of what a typical pump type system would cost. Another advantage is, the system comes as a packaged unit, complete with all parts and connections and even a panel board.

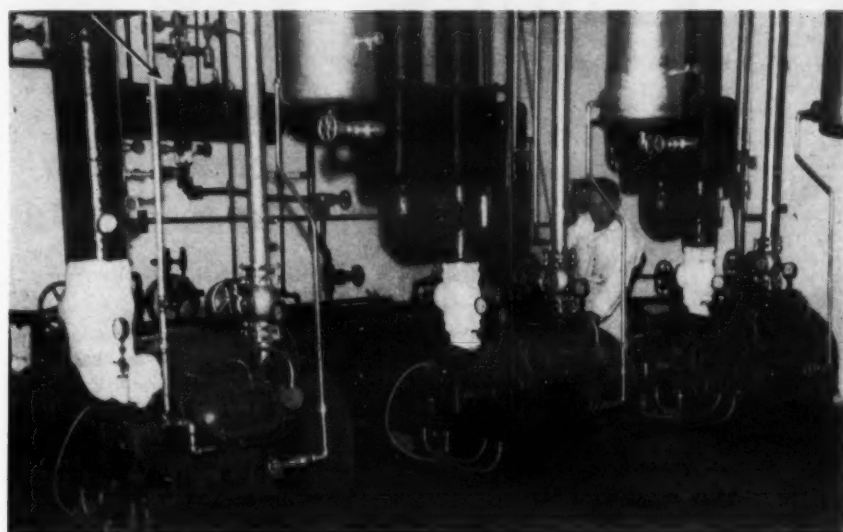
The only installation problem was locating the surge drum the required vertical distance above the receiver. This was accomplished by mounting it on the roof. With this arrangement

a simple dump trap system is used. A free drain of surplus low temperature liquid occurs from the surge drum to the liquid trap when the trap is at low pressure.

When the accumulation of liquid in the trap rises sufficiently high to actuate a float switch, the automatic control increases the pressure in the trap. A pressure equal to or greater than the receiver pressure causes the liquid to flow from the trap to the receiver. The liquid trap is thus emptied and high pressure released, allowing drainage from surge drum to trap to again occur.

Heart of the Phillips liquid return system is the three-way valve, which has connections with the suction line, compressor discharge line, and liquid trap, plus check valves in the liquid drain lines from surge drum to liquid trap and from the liquid trap to the receiver.

With an accumulation of liquid in the trap a float switch energizes the solenoid pilot of the three-way valve which diverts compressor discharge pressure to the liquid trap. This pressure, equal to, or greater than receiver pressure, enables the liquid to drain from the trap into the receiver. A time clock is set for the interval required to perform this function. At end of drainage interval the clock de-energizes the solenoid pilot valve allowing the three-way valve to reposition itself in preparation for the next cycle.

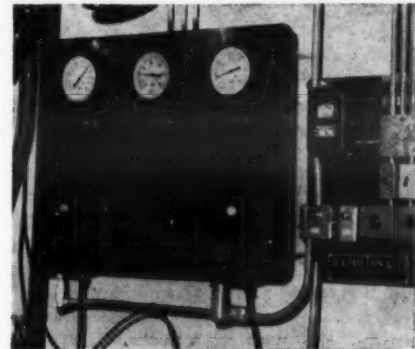


MAIN COMPONENTS of liquid return system are indicated by arrow at upper left in view of machinery room at U. S. Shippers and Growers Service, Inc., Los Angeles. Ray Henke, operating engineer, checks operation of one of three Vilter compressors.

While the drainage cycle is taking place a red light glows on the panel board enabling the operating engineer to know when the drainage is taking place.

The safety feature is a warning horn, mounted near the surge drum, which will sound a warning to the operating engineer if, for some reason, the return system does not operate allowing an excessive amount of liquid refrigerant to collect in the surge drum.

Maintenance is negligible on this liquid return system, being limited to a semi-yearly removal and cleaning of the strainers.



PANEL BOARD for liquid return system includes time clock, warning light, switches.

Carrier To Air Condition New U.S. Embassy Bldg. In Havana, Cuba

SYRACUSE, N. Y.—The new United States embassy in Havana, Cuba, designed by the same architects who supervised the UN Secretariat building in New York City, and following similar architectural lines, will also be air conditioned by Carrier Corp., who supplied air conditioning and refrigeration for the original, the company reports.

The new building's architecture will feature an upright slab seven floors high for embassy offices and conference rooms, resembling on a smaller scale the towering UN building. The embassy's tower will be set at one end on a long low one-story building which will contain consular offices.

Four Carrier reciprocating compressors will provide refrigeration for the air conditioning, using sea water pumped from the nearby ocean for refrigerant condensing, according to the company's International Division. In the United Nations building, water from the East River is used in the Carrier centrifugal refrigeration machines.

Robert O'Connor Represents Spacarb In Illinois, Indiana

STAMFORD, Conn.—Spacarb, Inc. here has just appointed Robert J. O'Connor as sales representative in Illinois and Indiana, according to H. J. "Pete" Foster, vice president and sales manager.

O'Connor was, until recently, Spacarb representative for New York State. Prior to that, he served in the Spacarb home office in Stamford as assistant to the vice president and sales manager.

Spacarb manufactures and distributes the Spacarb 4-flavor Hot 'n' Cold Mix-A-Drink machine.

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EST. 1866

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AIR CONDITIONERS
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Pinnacle's complete line of
Refrigerators provides a real
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Profits for You!

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REALLY GIVES YOU SOMETHING EXTRA!

ADVANCED ENGINEERING

- RELIEF VALVES** diaphragm construction, positive controlled cushion reseating with relief capacity that meets latest code requirements.
- WING CAP VALVES** greater flow, bolted bonnet and self-aligning stem disc.
- PACKLESS VALVES** still the only Balanced-Action valve on the market—no extra cost.
- DRIERS** forged brass end caps with integral fittings, natural finish, Abso-Dry pressure sealed, dispersion tube and extra capacity.
- AMMONIA VALVES** compact and strong, self-aligning stem disc.
- STRAINERS** forged brass end caps with integral fittings, reinforced screen, large filtering area, distortion-proof clean-out flange.

Sold by
Leading Wholesalers

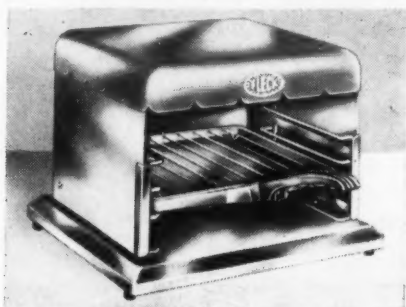
HENRY VALVE CO.
Valves • Driers • Strainers • Control Devices and Accessories
for Refrigeration, Air Conditioning and Industrial Applications

MELROSE PARK, ILL. (CHICAGO SUBURB)
CABLE: HEVALCO, MELROSE PARK, ILLINOIS

HENRY VALVE CO.
CONTROLLING FLOW SINCE 1914

What's New

When requesting further information on new products, please use "Information Center" form.



Romar Has New Model Infrared Ray Broiler

KEY NO. A-820

ASBURY PARK, N. J.—Latest model of Romar Corp.'s "Fleck" open-front, infrared ray broiler incorporates a parabolic "Pyro-fleck-tor" unit which is said to radiate intense and concentrated heat over "every inch of the large broiling area."

The unit reportedly "aims" infrared rays at foods, attaining the "maximum" heating temperature so they are "brown-crust" rapidly, thus retaining all their juices and minerals.

This larger model is provided with new, removable midget racks, a switch attachment, and a streamlined pan with rounded corners. It is triple-plated with chrome.

M-H Announces 2 New Water Heater Controls

KEY NO. A-821

LOS ANGELES—Two new Minneapolis-Honeywell controls designed for the water heater market were announced recently by John Haines, president of the company's appliance controls division here.

The water heater control (Q5111A) "provides an inexpensive combined thermostat and gas control valve that will convert a side arm heater and water tank into an automatic domestic hot water system," Haines said.

A pilot shut-off cock, pilot tubing, and a pilot tip are included in the packaged set. This item is being marketed primarily through wholesalers and heating dealers.

It can be installed as conversion equipment on existing manually operated side arm water heaters, or can be sold along with new heater installations. It is A.G.A. approved, and lists at \$10.

The "Watertender" (V5119) is being marketed as original equipment for automatic water heaters. This unit consists of a snap-action thermostat, a pilot-light adjustment, and a thermomagnetic pilot with a safe-lighting feature.

It is also A.G.A. approved.

Perfection Offers Luxury Features In Budget Range



KEY NO. A-822

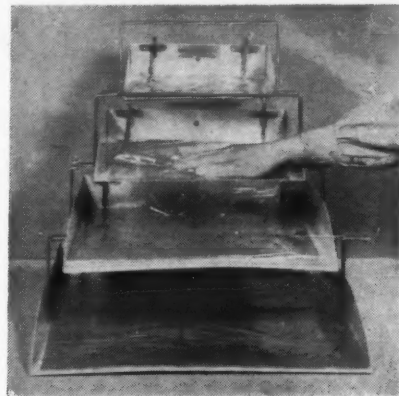
CLEVELAND—Claimed to offer "luxury features at a budget price," a new 40-in. divided-top gas range designated model 940 has been announced by Perfection Stove Co. here.

The range has a banquet-sized oven and a broiler of the low, roll-out type, with porcelain-enameled pan and smokeless grid.

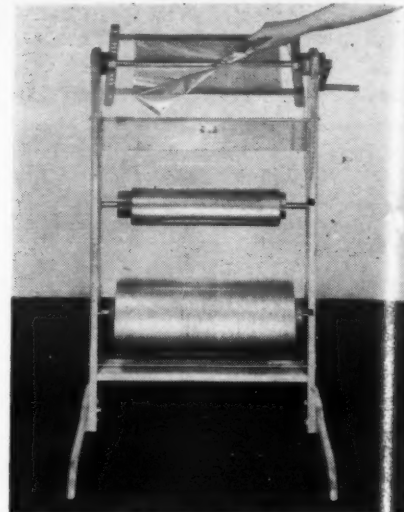
There are four stainless steel burners—two standard, one large, and one "economy"—all with simmer control. Grates are black, porcelain-enameled cast iron.

Storage space is provided by one large compartment and a pull-out drawer.

For use with any type of gas, model 940 is finished front, top, and sides in white titanium porcelain enamel.



PLIOFILM TRAY DISPENSER allows operator to pick up one sheet of packaging film at a time. Weight of the hand dispenses a single sheet. Trays come in four graduated sizes to accommodate film ranging from 8 by 8 in. to 18 by 20 in.



CLAMCO FILM SHEETER can hold two rolls of packaging film on its winding racks.

Packaging Film Sheeter, Dispenser Speed Production

KEY NO. A-823

CLEVELAND—A packaging film sheeter and a film dispenser that are said to speed up operations in pre-packaging rooms have been announced by the Cleveland Lathe & Machine Co. here.

The Clamco film sheeter consists of a metal reinforced wooden frame with an all-metal winding rack. The frame is designed to accommodate two rolls of film.

Sheets ranging in size from 8 by 8 in. to 18 by 20 in. can be produced by a simple adjustment of the cross bars on the winding rack.

A cutting knife is furnished with each unit. The center rod of the winding rack is a slotted tube providing an accurate cutting guide for the knife.

The knife is drawn through the film on the winding rack, directly over the slot.

The film sheeter weighs only 25 lbs. and can be carried easily within the store. Price is \$35, f.o.b. Cleveland.

The "Just One" PlioFilm tray dispenser dispenses wrapping film sheets one at a time with the weight of the hand. Sheets are held firmly by two tension spring pins which release one sheet at a time.

The dispenser consists of four graduated trays to accommodate cut film in sizes ranging from 8 by 8 in. to 18 by 20 in. Each tray, fully loaded, will hold 1 in. of film.

Just what your customers ordered!



McCray Koldflo owners and the McCray Engineering Department always work closely in getting information on how to improve popular display cases. This makes for the best combination in producing practical, merchandising equipment. The two self-service refrigerated displays shown here demonstrate the results of this teamwork.

Introducing the new McCray Koldflo Single-Duty Self-Service Produce Case

...featuring newly designed white porcelain front with stainless steel bumper rail, and black porcelain recessed panel at base, detachable for easy access to service controls. New bag holder, adjustable shelves, and 3" Fiberglas insulation. Built for single or continuous display. Many accessories available. Display length: 11'.



Famous McCray Koldflo Multiple-Deck Dairy Case

One 6-foot section of this modern "dairy department" gives 30% more space for product display than ordinary 10-foot case. It successfully adapts low temperature in multiple-deck display to mass merchandise dairy products. Built for single or continuous display, this McCray Koldflo case provides a non-refrigerated superstructure for still more effective display. Height (with top deck) 74½ inches.

McCray

KOLD FLO

60th

Anniversary OF PRODUCING

COMMERCIAL REFRIGERATION FOR EVERY NEED

KEEP PACE WITH McCRAY—WRITE TODAY!

McCray Refrigerator Company, 1195 McCray Court, Kendallville, Indiana
Please send me information on the complete line of McCray Koldflo commercial refrigeration equipment.

Name _____
Address _____
City _____ Zone _____ State _____

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

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Key No. Key No.
Key No. Key No.
Key No. Key No.

Products Advertised
(list name, page, and issue date)

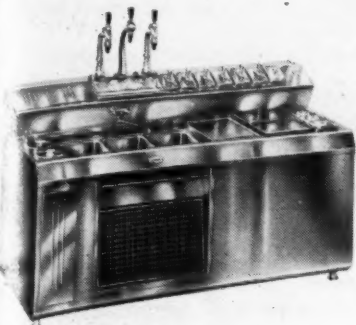
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450 W. FORT ST. DETROIT 26, MICHIGAN

What's New (Cont.)

Everfrost Bobtail Unit Dispenses Pre-Mixed Drinks



KEY NO. A-824

LOS ANGELES—To serve patrons faster and more efficiently a new Everfrost Bobtail unit dispenses pre-mixed drinks from the draft arm station along with regular carbonated water.

Manufactured by Anderson & Wagner, Inc. the fountain has two draft arms that deliver pre-mixed carbonated beverages, while a third provides either carbonated or sweet water for other drinks.

This eliminates the need for several individually filled, often-scattered drink dispensers. In many installations, much valuable backbar space is saved.

The oversized (2-gal.) stainless steel syrup storage tanks are located in the cold storage compartment and

are connected to the CO₂ gas supply by means of a regulator.

A pressure of 20 lbs. insures a constant flow of syrup to the faucets at all times. An unlimited supply of carbonated water is made possible by the patented Everfrost Carbonator-Cooler which delivers an abundance of carbonated water of lower temperature with a higher volume of CO₂ gas.

The new Bobtail is a complete package unit fountain, all steel construction, entirely self-contained. It includes the patented Everfrost pre-cooling carbonator and 1/2-hp. hermetic compressor.

Other important advantages cited are: satin-finish, stainless steel interior and exterior; three deep-drawn, seamless and stainless steel sinks connected with laterals to a central drain point.



'Super Ice Chipper' Comes With Blades or Picks

KEY NO. A-825

CHARLOTTE, N. C.—Wingate Mfg. Co. here describes its "Super Ice Chipper" as "a perfect companion for automatic ice cube makers."

The unit is said to be suitable for cube, tip, cylinder, and dry or bulk ice. It is 32 in. high, has a base 18 in. wide, and weighs 120 lbs.

The machine is available with two types of rotors. One is equipped with blades for fine ice, the other with picks for medium or coarse ice. Capacity is given as 30 to 40 lbs. a minute.

A principal feature of the chipper is that it has Oilite bearings requiring no oiling. This reportedly eliminates any possibility of oily ice.

Fiberglas '500' Features Uniformity, Resiliency

KEY NO. A-826

LANCASTER, Pa.—Development of a new and improved series of Fiberglas insulation for refrigerated equipment, to be designated as the "500" series, has been announced by the building materials division of Armstrong Cork Co.

The new Fiberglass became available for general distribution to the refrigerated equipment field Aug. 1.

Used in the field on a limited experimental basis since late 1949, the new Fiberglass proved to have a number of important advantages so that it has now been decided to replace the most important of the former "600" series of Fiberglass insulation with the new material, the company said.

The new Fiberglass, manufactured by Owens-Corning Fiberglas Corp., was made possible through the development of improved production equipment so that fiber sizes could be reduced. The new "500" series is said to be marked by its "uniformity, smoothness, and additional resilience giving marked improvement in conductivity and performance."

Comparing the new series, @ 75° F. mean temp., with the former "600" series, PF-511 (2#/c.f.) has a K factor of .250 while the former PF-611 (2#/c.f.) K factor was .260; PF-512 (2 1/2#/c.f.) has a K factor of .240 while PF-612 (2 1/2#/c.f.) had a K factor of .250; PF-513 (3 3/4#/c.f.) has a K factor of .225 while PF-613 (3 3/4#/c.f.) had a factor of .240.

Portable Washer Available with Electric Wringer



KEY NO. A-827

CHICAGO—A portable washer designed to handle a 5-lb. load and an electric wringer powered by its own motor have been announced by Naxon Utilities Corp. here.

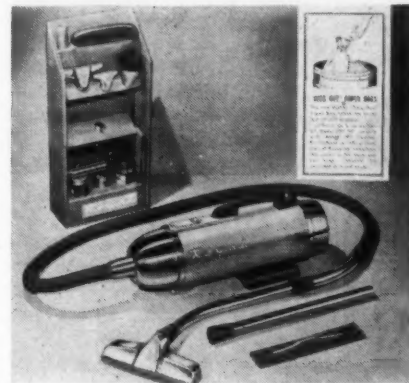
Called the Naxon "Major," the washer, including automatic pump and cover, retails for \$69.95. Retail price of the wringer, model MO-350, is \$16.95.

Measuring 21 in. by 26 in. (high) and weighing 39 lbs., the square washer has a body of heavy steel finished in white baked-on enamel. The inner steel tub, coated with porcelain enamel, is insulated. A standard 4-vane agitator is provided.

Other features are a recessed toe base, rollaway casters, and push-button drainage. The latter is described as a safety feature which stops the agitator while the pressure pump empties the tub.

The electric wringer fits on any model Naxon washer. For safety, a spontaneous release will open the rubber rolls wide and stop the motor instantly.

The swivel wringer is claimed to be the first to be self-powered by its own motor.



Royal Tank-Type Cleaner Uses 5/8-Hp. Motor

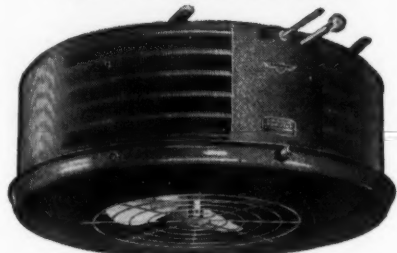
KEY NO. A-828

CLEVELAND—A new model 290-A tank-type vacuum cleaner has been introduced by the Royal Vacuum Cleaner Co. here.

Special features include an entirely new power unit using a 5/8-hp. motor, leakproof swivel floor nozzle with floating brush, airtight hose and tool connections, three-prong hose connection to cleaner, fine dust filter, finger touch clamp, and aircraft type steel runners.

LOOK to LARKIN

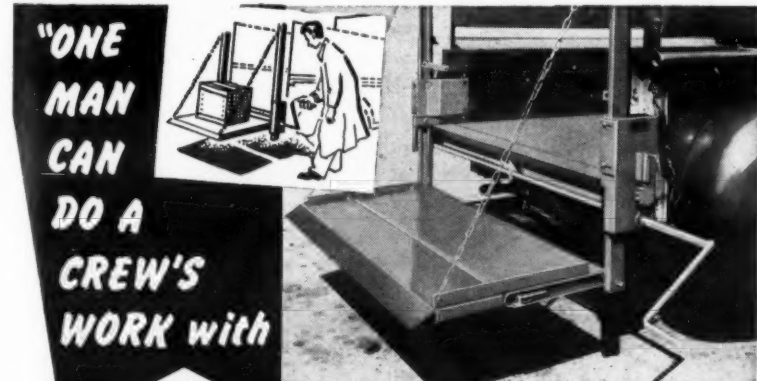
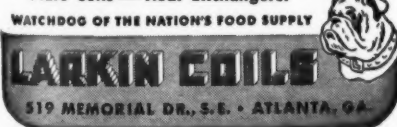
for Performance



LARKIN TURRET HUMI-TEMP

The acid test of any product is performance. That's why you will find Larkin products used so widely for so many different refrigeration and air-conditioning applications. Users know from past experience that they can count on Larkin for top performance—day in, day out—year in, year out.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.



* heavy channel shaped uprights • beveled tailgate extension
* ratchet holds at any position • tailgate closes flush to truck

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REFRIGERATOR HARDWARE DIVISION

SLANTS on Service

"Slants on Service" is a new "package" devised by the NEWS to meet the needs of its busy readers in the service and contracting business. These helpful hints and suggestions for improved service methods and shortcuts have been assembled in capsule form.

Replacing Main Bearings, Shafts on Worthingtons

Directions for replacing the main bearings or shaft of a Worthington 2HF2 or 2HF3 hermetic compressor used in the company's SCY line of package air conditioners are outlined by T. A. Williams of Worthington as follows:

1. Pump down compressor and open main switch.
2. Disconnect suction and discharge line valves.
3. Insert four shipping bolts and bolt down mounting rails.
4. Remove four bolts hold compressor to rails.
5. Disconnect high and low pressure switch from compressor on all models which have same.
6. Remove compressor from unit.
7. Drain oil.
8. Remove cylinder heads and valve plates as discussed previously.
9. Remove bolt holding inspection plate.
10. Remove elastic stop nuts on crankshaft bolts.
11. Lift piston and rods out and mark the halves of each rod to insure reassembly of the same parts.
12. Remove oil pump cover exposing three gears.
13. Mark gears to insure same alignment when reassembling.
14. Remove four 10 x 24 x 1 in. cap screws holding drive gear (upper gear) to crankshaft.
15. Remove oil pump housing.
16. Remove four cap screws holding main bearing (pump end) to oil pump housing.
17. Remove 16 cap screws holding motor end cover to crankcase and remove cover.
18. Remove lock nut and lock washer holding rotor to shaft and remove rotor.
19. Remove shaft through pump end of crankcase.
20. Remove main bearing (motor end), taking care not to damage oil seal.
21. Examine all parts and replace any parts that are damaged or worn excessively.
22. Clean all gasket surfaces and replace all gaskets. The gaskets

should be oiled lightly before assembling.

23. Reassemble unit in reverse sequence of above. When assembling crank pin half bushings, care must be taken to fit lip bushings into space provided in rod to insure proper fit. Add three quarts of oil to compressor before installing the side plate.

24. Reinstall compressor in unit, removing shipping bolts, and evacuate compressor.

Strong Light Shows Leaks Around Door Gasket Seal

Here's one way to check the effectiveness of the door-seal gasket on household refrigerators that can be used on some models:

Remove the low-wattage interior light bulb from the food compartment and replace it with a 100-watt bulb.

Unfasten the light switch so it can be pushed back into the insulation behind the breaker strip. This is to let the light stay on when the refrigerator door is closed.

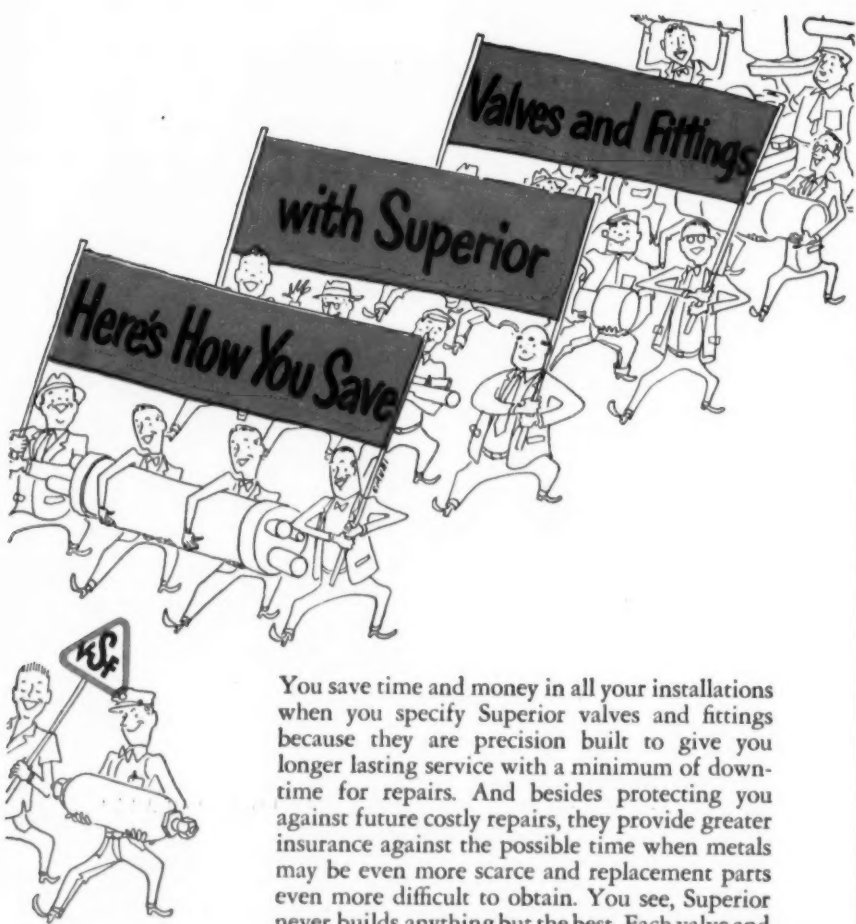
A visual check will tell whether there is a good seal completely around the gasket. Obviously, if the interior light can be seen with the door closed, the gasket is not sealing properly. The door should be re-adjusted.

Incidentally, while a good seal at the door gasket is essential for satisfactory and economical operation of the refrigerator, too much compression of the door gasket will cause the gasket to deteriorate and thus shorten its life.

Lindell Appointed Abilene Agent for G-E Credit Corp.

DALLAS—Stanley G. Lindell has been appointed local representative for General Electric Credit Corp. in Abilene, Tex., according to L. E. Scott, southwestern district manager here.

Lindell, working under the Lubbock office, will headquarter at 1618 Shelton St., Abilene, Tex., it was indicated.



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Hot or Cold Shapes?

95% of Population Varies Only 7%, Plus or Minus, from Average Figure, Study Shows

PORTLAND, Ore.—The pleasing diversity of human shapes may be an aesthetic joy to the man in the street but it is a pain in the neck to science. Heating, ventilating, and air conditioning engineers who have tried for years to evaluate the effect that variation in the shape of the human body has on energy received from heated or cooled wall, floor, and ceiling areas, have found the complex curves and projections of the human body a technical obstacle that seems to be insurmountable.

FACTOR VARIES LITTLE

However, it now appears from experiments conducted by two professors of mechanical engineering that the human shape factor, as it is called, of a shapely show girl say, and the average person, is practically the same. In their tests, Prof. F. W. Hutchinson, of the University of California, and Assistant Prof. Merl Baker, of the University of Kentucky, used a clothed 5-ft. 10-in. dummy weighing 165 lbs. to determine the shape factor of the average man.

To check on the applicability of average man factors, to markedly non-average individuals, the engineers, in their own words, "were fortunate in securing the anonymously-given service of some 10 subjects who collectively represented the extremes (for 95% of the population) of variation in height, width, depth, position of center of gravity, and maximum of local projection of the clothed human figure in profile and full-face view."

The findings of Profs. Hutchinson and Baker were presented to the semi-annual meeting of the American Society of Heating and Ventilating Engineers at the Hotel Multnomah here.

MAJOR APPLICATIONS OF FACTOR

The two major applications of human shape factors are:

(1) In determining that distribution of heating or cooling surface (in a floor or ceiling that is not 100% heated or cooled) for which the optimum uniformity of heating or cooling effect will be experienced by the occupants.

(2) In determining the size of a heating or cooling panel for producing a localized region of greater warmth or of increased cooling effect; the importance of this second application is particularly great in the solution of industrial problems such as occur in production lines or in large structures having low density of occupancy.

In any heated or cooled structure, under conditions of steady state, the only condition which can lead to variation in the feeling of warmth experienced by an occupant is change in the geometrical position of that occupant with respect to the surrounding surfaces. Thus, due either to movement from place-to-place in the room or to alteration of the geometry as by standing, sitting, or reclining, the radiant exchange between the occupant and the surroundings may be subject to variation.

UNIFORM WARMTH IS PREREQUISITE

Maintenance of uniform warmth is a prerequisite to comfort, hence the designer must seek to minimize changes in net radiant transfer that occur due either to movement or to change in position. Analysis of such changes requires evaluation of the net transfer to-or-from the occupant. The geometry of an occupant with respect to his surroundings is expressed in terms of a shape factor. The data presented by the engineers will permit the rapid and accurate evaluation of the shape factor of any standing subject with respect to radiant energy emitted by a floor panel of any size, shape, or position with respect to the subject.

They said their tests showed that human shape factors for approximately 95% of the population will agree within plus or minus 7% with the data obtained from the dummy which represented the average man. For the majority of people, (say 75%), they said, agreement between actual and dummy shape factors will be found to be extremely close.

The investigation reported in their paper was intended to provide accurate experimentally determined shape factors for an average person with respect to energy emitted by areas in the floor at varying distances from

the point at which the subject is standing. On the assumption as proved valid by previous tests that shape factors for the front view can be accurately taken as equivalent to factors for the back view of the standing figure, they tested only for full-face and semi-profile values.

In earlier tests, similar shape factors were reported for the human body (in standing and sitting position) with respect to energy emitted by wall and ceiling areas.

Since the shape factors of all but one of the boundary subjects were within plus or minus 4%, agreement with the shape factor of the average subject (for floor areas more than 5 ft. 6 in. out from the position of the standing subject) it appears that the shape factors can be used with acceptable accuracy for any person whose figure is close enough to the accepted norm to permit escaping marked public attention, said the engineers.

"For an occupant remaining in a fixed position—as in some kinds of factory work—it is evident that maximum effectiveness of local heating (or cooling) would be attained by providing a heated ring of floor surface having an inside diameter of approximately 3 ft. 6 in. and an outside diameter of 4 ft. 6 in.; the average direct radiant transfer from this ring to the occupant would be of the order of 7%, hence per unit area, the ring would be some 700 to 1,000% more effective than uniform heating of the entire floor area," the authors said.

Maximum irradiation occurs from

areas 2 ft. out from the subject and beyond this distance there is a very rapid falling off of the shape factor, they said. Five feet out from the subject the fraction of energy leaving the floor which strikes the occupant is under 2%, and 7 ft. out this fraction has decreased to less than 1%. Beyond 10 ft., less than one half of 1% of the energy emitted by a warm floor will provide irradiation of the occupant.

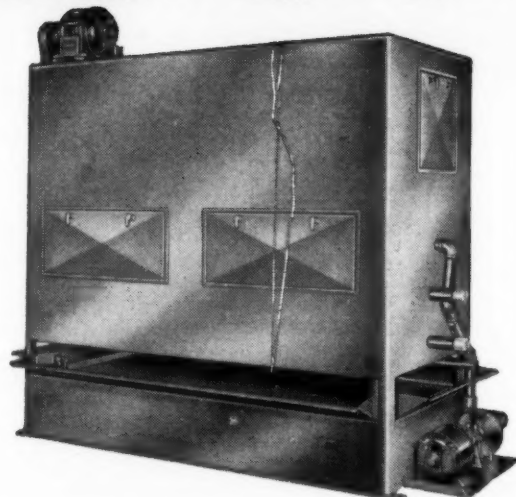
MECHANICAL INTEGRATOR EMPLOYED

Shape factors were determined experimentally by means of a mechanical integrator. As used in this research the mechanical integrator was placed directly over the point selected to represent the center of the elementary panel area. From this position a beam of light from the integrator was directed around the outline of the subject.

For each such determination the integrator drew a closed curve on a piece of paper; the area within the curve was determined with a planimeter and divided by an instrument constant to obtain the shape factor of the subject with respect to energy emission from the point source located at the center of the elementary panel area.

Shape factors were obtained at 1-ft. intervals from the dummy to a maximum distance of 18 ft. Redeterminations were made at each point at least three times and never less than the number of times required to assure reproducibility of results.

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Current Literature Available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

20 Page NEMA Merchandiser Covers Gift Promotions

—KEY NO. M-820—

ATLANTIC CITY, N. J.—"Preview pages" from a 20-page merchandiser now in the preparatory stage were displayed as members of the Electric Housewares Section, National Electrical Manufacturers Association, introduced the Fall-Christmas phase of the gift campaign to dealers and distributors at the July Housewares Show here.

The new merchandiser is designed to aid dealers in promoting electric housewares as gifts for all occasions.

It will also make available to dealers such merchandising aids as display streamers, interior gift display units, seasonal display ideas, a complete gift wrap kit together with instructions on how to wrap, campaign buttons, logo mats, package stickers, and postage meter plates.

Life-size cut-outs of the industry's "Gift Girl," wearing the familiar magenta-colored box tied in blue ribbon, "greeted" buyers at each of the manufacturer's booths. Each manufacturer also featured a large gift-wrapped box which was specially designed for the show.

Booths also stressed the electric housewares gift certificate and dramatized it with streamers and signs. Christmas theme streamers, which will be available to dealers, were also displayed.

Revised Book on Vapor and Insulation Offered Free

—KEY NO. M-821—

NEW YORK CITY—Heat and vapor flow, vapor permeability, condensation, conduction and density, convection, radiation and emissivity, reflection and absorption, represents such of the subjects discussed in the 56 pages of the new, revised and expanded edition of "Simplified Physics of Vapor and Thermal Insulation" which has just come off the press.

Written by Alexander Schwartz, president of Infra Insulation, Inc.,

the booklet is offered free by that company to engineers, architects, public officials, educators, builders, contractors, insulators, and heating installers.

"Simplified Physics of Vapor and Thermal Insulation" is written in simple, easy to understand language. It is profusely illustrated with diagrams which demonstrate the laws of heat and vapor flow, and other valuable illustrative material.

The editorial matter has been considerably expanded from previous editions. New installation and insulation techniques are given in detail, as well as other construction details.

The "Chart of Thermal Insulation Values," a highly regarded and frequently consulted feature of previous editions has been amplified. For the first time a "Chart of Radiation and Emissivity of Materials," gathering in one table information gathered from many sources on the absorptivity and emissivity of a large list of materials, is presented. A convenient index is included in the volume.

Reco Pamphlet Deals With Brine Control

—KEY NO. M-822—

PHILADELPHIA—A pamphlet covering brine control for Reco control block ice plants, junior ice making plants, and Reco brine tanks for manufacturing frozen stick confections has been issued recently by Reco Products division, Refrigeration Engineering Corp. here.

The manual constitutes a complete instruction guide enabling users of calcium chloride brine in refrigeration equipment to avoid the causes of corrosion in brine tanks through effective control by means of proper brine treatment.

Frick Bulletin No. 147-C Discusses Freezing Systems

—KEY NO. M-823—

WAYNESBORO, Pa.—Frick freezing systems are discussed in a bulletin—No. 147-C—published recently by the Frick Co. here.

The 16-page illustrated bulletin discusses the subject of quick freezing commercially with very cold air and follows with descriptions of the various types of freezers Frick offers for this purpose. These include blizzard unit freezers, open tunnel freezers, conveyor-track freezers, track-tunnel freezers, conveyor-tunnel freezers, and special freezers.

Another feature of the bulletin is a graph showing the moisture-carrying capacity of air at low temperatures.

G-E Issues Buyer's Guide To Testing Instruments

—KEY NO. M-824—

SCHENECTADY, N. Y.—A buyer's guide to G-E testing instruments has recently been published by the apparatus division of the General Electric Co. here.

The bulletin—GEA-5469—gives detailed description and specifications of the Hook-on Volt-Ammeter, the Hook-on Wattmeter, the Hook-on Power-Factor Meter, portable recorders, voltmeters, ammeters, phase-sequence indicator, and others.

Prat-Daniel Describes Forced Draft Fan Features

—KEY NO. M-825—

STAMFORD, Conn.—The Prat-Daniel Corp. here is offering a new eight-page illustrated bulletin describing the design features of its new forced draft fans.

Claimed to have an extremely high static efficiency, these fans employ oversized housings, deep inlet cones and, on double wheel models a split wheel design with a wide space between wheels, instead of the conventional common disc.

This split wheel, fully explained in the booklet, provides four-way diffusion, increasing conversion of velocity pressure to static pressure.

The booklet, Bulletin 300, illustrates various types of fan-wheels, designed with precisely shaped backward curved blades, that permit an almost perfect flow of air from leading and trailing edges. Various types of housing are also shown, as well as a complete list of representatives of The Thermix Corp. of Greenwich, Conn.

Brown Instruments Explains 'Elektronik' Hygrometer Use

—KEY NO. M-826—

PHILADELPHIA—How humidity in industrial type air conditioning systems can be recorded and controlled electronically is outlined in the Instrumentation Data Sheet No. 10.5-4 prepared by the Brown Instruments division of Minneapolis-Honeywell Regulator Co. here. The bulletin explains features of the company's "Elektronik" hygrometer and describes typical applications.

Haas Miller Describes Solvent for Metals

—KEY NO. M-827—

PHILADELPHIA—A brochure entitled "Immunol" has been published by Haas Miller Corp. here to describe its Immunol solvent for use in metal working plants.

The booklet points out that Immunol makes water rustproof, increases the "wetting out" properties of any cleaning solution, and is a powerful detergent.

It also notes that Immunol solutions are odorless and neutral, contain no soaps or alkalis, are non-inflammable, and won't affect skin.

24-Page Booklet Describes Foamglas for Insulation

—KEY NO. M-828—

PITTSBURGH—The Pittsburgh Corning Corp. has announced the availability of a new booklet entitled "Foamglas Insulation For Piping And Process Equipment."

This illustrated, 24-page booklet discusses the advantages of Foamglas, listing its properties, typical data for cold, intermediate, and hot applications, details for insulating tanks, ducts, removable covers, and tank heads, and accessory materials.

Foamglas, the cellular glass insulation, features flexibility, durability, incombustibility, resistance to acids, ability to retain its original insulating value, high resistance to moisture and vapor, light weight, and rigidity.

Tables in the new booklet show sizes and shapes of Foamglas available in pipe insulation, standard blocks, beveled lags, and standard curved segments.

Trane Bulletin Tells How To Select Centrifugal Units

—KEY NO. M-829—

LA CROSSE, Wis.—Engineers designing comfort and process air conditioning systems are given full capacity and design data for selection of centrifugal refrigeration units in a new "CenTraVac" bulletin (DS-399) published by The Trane Co. here.

The bulletin, according to Trane, will give any engineer all information he needs to select a centrifugal unit in the medium horsepower range, from 45 tons up. The bulletin describes the new CenTraVac, a hermetic centrifugal refrigeration unit with internal capacity control.

Diagrams, photographs, and charts illustrate the CenTraVac's automatic capacity control.

In addition to complete selection data, mechanical specifications, and roughing-in dimensions, the 42-page bulletin outlines the CenTraVac's operating cycle and lubrication, purge, and control systems.

How To Get Grade 1 Finish On Steel Told by ACP

—KEY NO. M-8210—

AMBLER, Pa.—A 4-page bulletin telling "How to obtain a Grade 1 (or equivalent) finish on steel" has been issued recently by the American Chemical Paint Co. here for the information of manufacturers of ordnance items that must meet government specification JAN-C-490 or its equivalent.

According to the bulletin, the company's "Granodine" zinc phosphate coating qualifies under these specifications.

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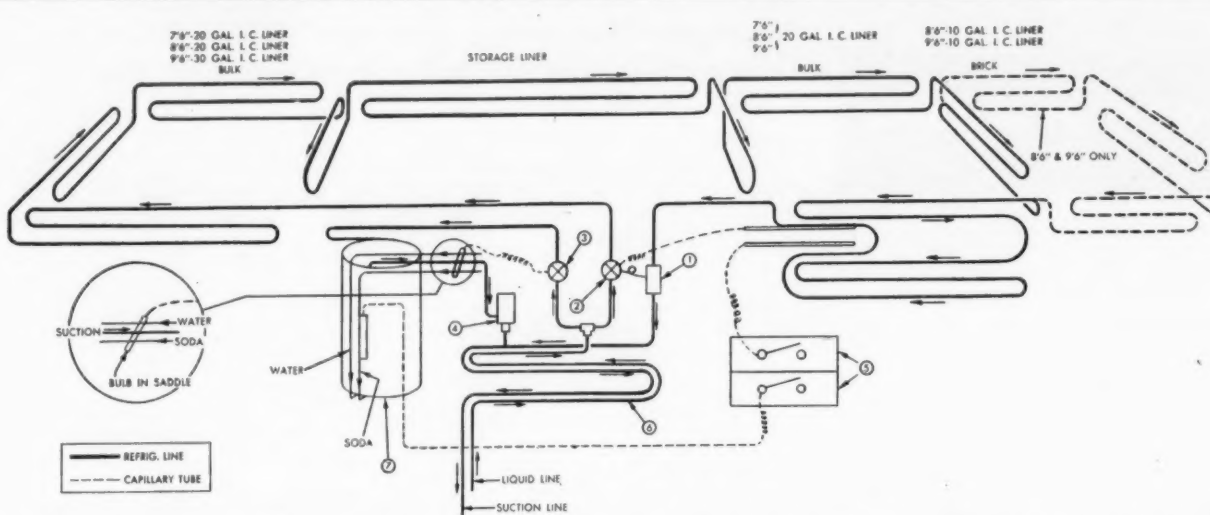


Fig. 1—Schematic diagram of refrigerant circuits in Liquid Carbonic soda fountain also shows the arrangement of controls and valves.

Soda Fountain Refrigeration, Carbonation

Easy Servicing, Varied Temperatures for Different Items, and Convenient Arrangement for Operator Are Prime Design Factors

ERIE, Pa.—"The task of properly refrigerating a soda fountain is by necessity a complex problem," pointed out C. Merryman, general service manager of Liquid Carbonic Corp., in discussing "Soda Fountain Refrigeration and Carbonation" before the Erie section of the American Society of Refrigerating Engineers here earlier this year.

"The system could consist of a number of parallel circuits including a dozen or more valves and trick controls. A system of this type would not only be costly to manufacture but difficult to maintain. To be practical," he declared, "any refrigerated fixture must be simple enough to be serviced by not only the average serviceman, but also by the below-average serviceman."

That this is a big business was indicated by Merryman's statement that there are more than 120,000 soda fountains in the United States doing an estimated annual business of \$1¼ billion.

INGREDIENTS MUST BE OF PROPER TEMPERATURE

"To produce a tasty fountain product, the ingredients must be of the proper temperature. The modern soda fountain must produce the proper temperature for each of the products served. They are: Bulk ice cream, brick ice cream, plain water, soda water, syrup, bottle goods, and crushed fruit. These products must, also, be conveniently located in the fountain so they can be served to the public fast and efficiently.

"The refrigeration system on the 1950-51 model Liquid Carbonic soda fountains consists of two parallel circuits. The ice cream section and bottle storage compartment are on one circuit and the Max-i-flow all dry water cooler on a second circuit. Each circuit is equipped with separate expansion valves and temperature controls," Merryman explained.

"Liquid refrigerant to the ice cream storage compartment evaporators passes from the heat exchanger and through an external equalizer type Automatic Products (model F-209) TXV valve into the left bulk ice cream evaporator, through bottle storage cold wall evaporator, to right hand bulk ice cream sleeve, to

brick ice cream at extreme right hand end of fountain, then out through the check valve into the heat exchanger and suction line."

The circuits can be traced in the diagram shown in Fig. 1.

CONCENTRATION OF TUBING VARIES

"Cold air will drop to the bottom of the sleeves. Therefore, refrigeration tubing is concentrated near the top of the sleeves to give uniform temperature from top to bottom of each sleeve. The brick compartment has a heavier concentration of tubing to produce a lower temperature for brick ice cream. The tubing around all ice cream sleeves is soldered directly to the compartment lining.

"There are fewer wraps of tubing around the bottle storage compartment and the tubing is insulated from the compartment lining with ¼-in. cork to produce a temperature of approximately 40° F. for bottle storage.

"The bulb well for the ice cream section expansion valve bulb is attached directly to the refrigeration tubing so the operation of the valve is controlled by refrigerant temperature. The bulb well for the ice cream temperature control is attached to the ice cream sleeve lining. The temperature control is taken as nearly as possible from the sleeve air temperature.

"All the ice cream sleeve and the bottle storage evaporator tubing is in series, making a very long evaporator coil. It is difficult to control the refrigerant flow through the long length of coil with a standard TXV valve. Superheat in a standard valve depends on feeler bulb temperature and refrigerant pressure at TXV outlet. The first applies a pressure on top of the valve diaphragm. The second applies pressure below the diaphragm. The balance of these forces control superheat.

"If cooling coil is relatively short, the pressure drop through the coil is small and good control is obtained. But if coil is long and pressure drop is considerable, the pressure under the diaphragm is greater than that at the outlet of coil where the feeler bulb is placed. This results in a starved coil for the same superheat setting.

SUPERHEAT MAY BE ADJUSTED LOWER

"To correct this the superheat may be adjusted lower. For any one load on coil, this can be done. But the pressure drop in coil will be a maximum at heavy load and a minimum at light load. Therefore, the superheat adjustment if made for a light load will be wrong for a heavy load.

"To avoid this on long coils, it is necessary that the refrigerant pressure at the end of the coil be applied under the diaphragm with an external connection. Then the feeler bulb temperature and the refrigerant pressure are taken at the same point at the coil outlet. This insures correct superheat at any load," Merryman said.

"The external equalizer expansion valve is so constructed that its outlet pressure does not contact the diaphragm. The external connection applies the coil outlet pressure to the diaphragm. Thus bulb temperature and outlet pressure are taken at the same point and operation is the same as if the coil were short and pressure drop negligible.

"A check valve is installed in the

suction line from the ice cream evaporator. The check valve prevents the warm refrigerant vapor from the water cooling section from condensing in the cold ice cream evaporator during the 'off' cycle, and causing a frostback or excessive sweating of the suction line at the start of each 'on' cycle.

"Refrigerant flow to the soda and water cooler is controlled by a model GF ½ C Sporlan TXV valve. The control bulb is clamped to a cluster of tubing made by soldering the soda line, water line, and cooler suction line together. The valve used and the bulb location were chosen to give quick operation when water is drawn or the cooler requires refrigerant. With the small water storage capacity, the cooler must start operating immediately with a rise in water temperature," stated Merryman.

"The cooler consists of a water storage cylinder which is equipped with vertical inner fins to speed cooling. Around the storage cylinder are wrapped four layers of tubing. The tubing next to the tank is for refrigerant, the second layer is stainless steel for the cooling soda, the third is a copper refrigerant coil, and the fourth and outside layer is for pre-cooling the plain water.

VALVE IS FACTORY SET AND SEALED

"A special Temprite constant pressure valve is installed in the suction line from the soda and water cooler to hold the refrigerant at a minimum of 31.7 p.s.i. pressure (33°) temperature in the cooler. It is factory set and sealed. The operation of the valve is unaffected by either atmospheric pressure or a variation in the valve body temperature.

"The temperature control bulb well is soldered to the soda and water coils to produce quick action on the control with a rise in water temperature.

"Two-temperature controls are used to control the ice cream storage and water temperatures. The two controls are wired parallel and either may start the condensing unit without affecting the other control. The condensing unit will not stop until both controls shut off. This allows

the ice cream and storage temperatures to be controlled independently of the water cooler.

"The suction line from the water cooler tees into the suction line from the ice cream section evaporator, and all the suction gas passes through the heat exchanger counterflow to the incoming warmer liquid refrigerant, effecting a maximum heat transfer. The heat exchanger improves operating efficiency, and in conjunction with the check valve eliminates the sweating or frosting of the suction line outside the unit.

"The syrup rail is refrigerated by a cold wall. The stainless steel interior is free from all refrigeration fittings and connections, making it easy to keep clean.

"A copper apron is soldered to the front face of the syrup rail liner and extends down into the ice cream sleeve and storage compartment liner, making contact with the rear edge of the refrigerated liners.

"The syrup rail is continuously cooled because heat is being conducted to the ice cream storage section liners. The syrup rail does not warm up during the condensing unit 'off' cycle."

FRUIT JARS SET DOWN INTO CREAMER TOP

"The crushed fruit jars set down into the creamer top of the fountain above the bottle storage compartment. The jars are in contact with the side of the cold wall sleeve. The refrigeration lines are closer to the sleeve at this point to produce ample refrigeration in the crushed fruit jars themselves.

"Water and soda cooling is the major load in fountains, and the condensing unit size must be sufficient for the maximum water demand. Ice cream is not refrigerated while heavy water draw occurs, since suction pressure and refrigerant temperature are too high to refrigerate a zero sleeve. Therefore, maximum

(Concluded on next page)

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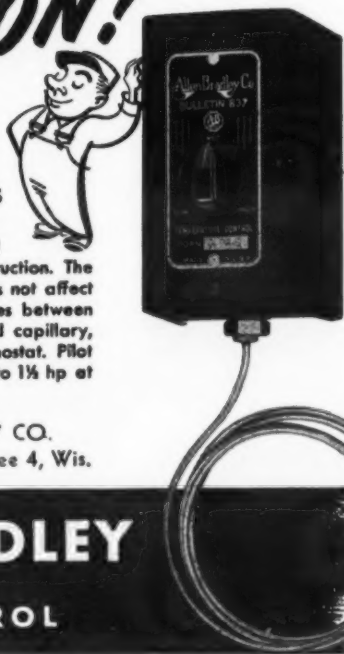
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Give accurate control for a long period because of their simple, rugged construction. The temperature of the surrounding air does not affect the setting. Available in different ranges between -50 F and 500 F with remote bulb and capillary, with immersion bulb, or in a room thermostat. Pilot duty rating is standard but ratings up to 1½ hp at 220 volts are also available.

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SPRING-AND-SUMMER 1951

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"Service doesn't falter when it comes from Harry Alter"

ACRMA-REMA Summary of Compressor Shipments for May

ACRMA-REMA STATISTICAL PROGRAM SUMMARY

SUMMARY OF SHIPMENTS OF COMPRESSORS FOR MAY, 1951 (Number Manufactured and Sold, for Refrigerants Other Than Ammonia)

Compressor Bodies, 5 Hp. and Under	Total Continental U. S. Shipments, 5 Hp. and Under	SEALED TYPE (Hermetic or Closed) (From Form A, Col. P)	OPEN TYPE, AIR COOLED (From Form B, Col. P)	OPEN TYPE, WATER COOLED (From Form C, Col. P)
Sold in unitary (end-use) products	33,788			902
Sold as compressor bodies, compressors, or condensing units	131,716		9,446	3,271
Total	165,504			4,173

*Omitted to avoid the disclosure of figures of individual companies. Notes: The above figures are computed on the following bases: a. The number of compressor bodies reported includes only those that were both manufactured and sold by the company reporting. b. Compressor bodies that are intended for use with Household Refrigerators are not included. c. Only those compressor bodies are included above that are 5 hp. and under, intended for use with refrigerants other than ammonia, and intended for use within the Continental United States. d. Data reported monthly on this form should agree with data reported quarterly and semi-annually on other forms.

Reporting companies: Airtemp Div., Chrysler Corp.; Baker Refrigeration Corp.; Brunner Mfg. Co.; Carrier Corp.; Curtis Refrigerating Machine Div. of Curtis Mfg. Co.; Frigidaire Div., General Motors Corp.; General Electric Co.; General Machine & Mfg. Co.; Kelvinator Div., Nash-Kelvinator Corp.; Lehigh Mfg. Co., Div. of Lehigh Foundries, Inc.; Lynch Corp.; Mills Industries, Inc.; Norge Div., Borg-Warner Corp.; Servel, Inc.; Tecumseh Products Co.; Universal Cooler Div., Tecumseh Products Co.; Westinghouse Electric Corp. (Springfield and Hyde Park [Boston], Mass.); Worthington Pump & Machinery Corp.; York Corp.

Gibson Gets Order for Jet Engine Assemblies

Greenville, Mich.—A contract for manufacturing assemblies for the J-65 Sapphire jet engine has been awarded Gibson Refrigerator Co. here by Wright Aeronautical, Wood Ridge, N. J., Albert M. Gibson, vice president in charge of the defense products division, announced recently.

Gibson will machine and assemble combustion chambers and shield assemblies for the jet engines. First manufacturing operations of the two assemblies will start in Gibson's Greenville plants in October.

Gibson's first order, which exceeds one million dollars, will carry production into July or August of next year. Over 250 employees will be required.

The Sapphire job is Gibson's first contract for making aircraft engine assemblies. Gibson said the company is setting up its over-all defense operation so it can help manufacture other assemblies for other aircraft engine makers, particularly jet engine contractors.

Gibson's other defense contracts include major airframe assemblies for the C-119 troop carrying transport, a development contract for Army Ordnance, and a contract to make axles and part of the framework for a new type anti-aircraft gun.

Major Distributors Handles Servel In Pennsylvania Area

EVANSVILLE, Ind.—Major Distributors, Inc., of Wilkes-Barre, Pa., has been appointed distributor for Servel refrigerators in 18 counties of northeastern Pennsylvania.

Robert R. Evans is president of Major Distributors, which also distributes Magic Chef ranges. Charles Roseller is sales manager.

Bastian-Blessing Names Reed Asst. Advertising Manager

CHICAGO—Appointment of John E. Reed as assistant advertising manager of Bastian-Blessing Co. here has been announced by Myron E. Steczynski, advertising manager. Reed joined Bastian-Blessing's staff of copywriters in September, 1948.

Reco Products Names Plowfield to Sales Post

PHILADELPHIA—Reco Products Division of Refrigeration Engineering Corp. here has announced the appointment of Bill Plowfield to handle distributor and national user sales of its pre-fabricated, sectional storage and freezing rooms, reach-in back up storage vaults, brine tanks for manufacture of frozen stick confections, and ice plant supplies and components.



Bill Plowfield

Plowfield, who is a veteran of two World Wars, was formerly director of sales of General Utilities Corp. of Philadelphia and Phipps Products, Inc.

He will direct sales of the Reco Products Division in eastern Pennsylvania, south Jersey, Delaware, and a portion of Maryland.

Sunroc Gets Water Cooler Contracts from Government

GLEN RIDDLE, Pa.—Sunroc Co., manufacturer of electric water coolers and purifiers, has been awarded three contracts by the Chicago office of the General Services Administration, Federal Supply Service.

The first contract is for more than 1,000 electric water coolers of several Sunroc models for use in various sections of the country.

Two other contracts awarded for Sunroc water coolers were for 180 coolers and 35 coolers, respectively. All contracts call for immediate delivery.

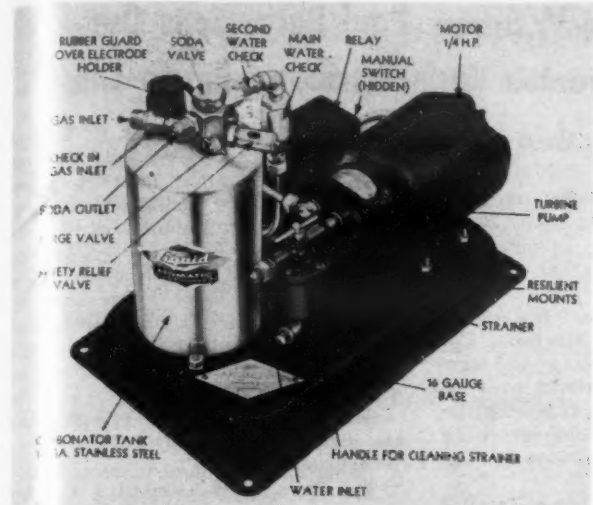


Fig. 2—Major component parts of the liquid Carbonic carbonator are indicated in photo.

Soda Fountains--

(Continued from preceding page)

water load only determines the required condensing unit size," explained Merryman.

"With a water load of 12 g.p.h. or less (85° incoming water and 40° outgoing) the fountains will operate very well on 1/2-hp. condensing units. A 3/4-hp. condensing unit should be used if more than 12 g.p.h. of water are drawn.

"The suction pressure when the condensing unit is operating on the water section should be at least 12 or 15 p.s.i. At this pressure you are completely above the range of the ice cream. If the suction pressure is lower, the ice cream will be too hard

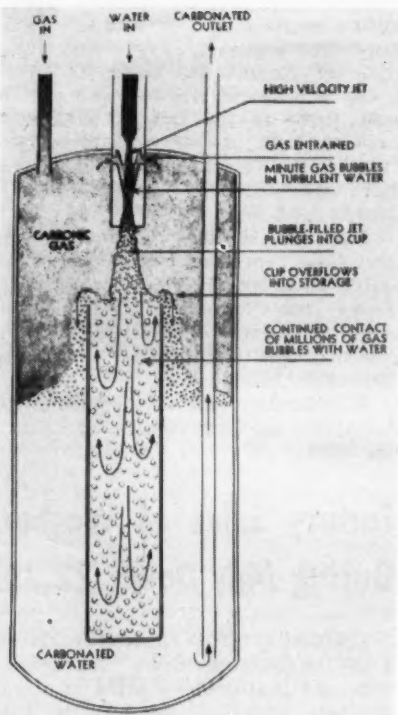


Fig. 3—Cutaway view shows how carbonic gas becomes entrained in water in tank of Liquid Carbonic's new carbonator.

when excessive water draw occurs.

CARBONATION PROBLEMS

"Soda water or carbonated water is a mixture of carbon dioxide and water. When carbon dioxide and water are brought together in a container some of the carbon dioxide is absorbed by the water and the water is said to be 'carbonated.'

"The degree to which the water is carbonated depends on several factors: Water temperature, gas pressure, extent of contact, and time.

"In the earlier model carbonators, the 'extent of contact' was increased by agitation or by spraying the water into an atmosphere of carbon dioxide gas. Also, additional gas was absorbed by surface absorption plus time.

"Many small package type machines have been on the market within the past 10 years. Most of these machines depended on the spray principle plus time and surface absorption to complete the carbonation cycle. For the most part, the quality of the soda produced was fair or sometimes poor," Merryman declared.

"The quality was especially low on installations where the soda draw was heavy. The carbonated water did not remain in the carbonator tank long enough for surface absorption to complete the carbonation.

SMALL PACKAGE TYPE CARBONATOR

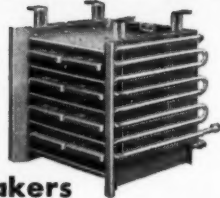
"Liquid Carbonic has developed a small package type carbonator (Fig. 2) that works on the aspirator principle. A pump forces plain water through a conical nozzle into the open end of a gas-filled cone (Fig. 3) at a velocity of over a mile a minute. A suction is produced within the cone. This suction draws gas into the cone through four small holes in the side of the cone.

"Carbon dioxide gas is entrained in the water in minute bubbles, resulting in instantaneous carbonation. From the outer cone, the bubble-filled stream plunges into a cup where more gas is picked up. The almost completely saturated water absorbs still more gas as it violently flows over the sides of the cup into the carbonator body tank.

"This carbonator will produce good carbonated water with incoming water at 100° F. or more. However, the soda water must be cooled from 38° to 42° F. to hold the carbonation once the water is in a glass. For best results the syrups must, also, be sufficiently cool before added to the carbonated water or the water will be warmed up and will go flat."

Buy Peerless FOR PERFORMANCE

Faster-Freeze
Finned
Cube Makers



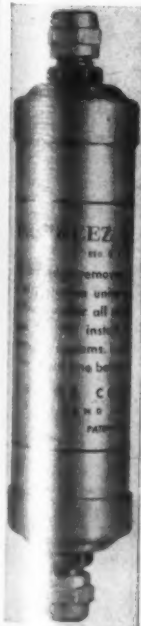
The PEERLESS Finned Faster-Freeze Cube Maker provides both refrigeration and rapid ice-cube manufacture from a single, balance, compact unit. Its fin coils are standard PEERLESS coils with nonsoldered return bends... the ice-cube maker is standard PEERLESS all-aluminum construction. Easy installation and trouble-free operation are outstanding features; these Finned Cube Makers are available with either copper or aluminum tubing, permitting choice of refrigerants. Plain type cube makers also available. Sizes, capacities for all requirements. Designed to meet government specifications. Write for details.

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REPLACE IT RIGHT WITH RANCO

Want to know which control to use? This book gives you a quick answer. See it at your Ranco wholesaler's.



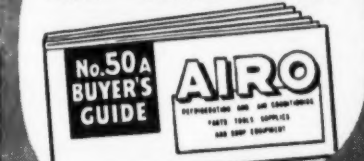
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useful information on new products.

Refrigeration Problems and their Solution by Paul Reed For Service and Installation Engineers



Paul Reed

Question & Answer On Drying Hermetic Units (2)

MOISTURE IN MOTOR STATORS

There is another source of moisture in hermetic units, and it could very well be the one responsible for your trouble, especially if the units that showed moisture were units that had burned out stators that were rewound and put back into the unit; or if the unit was open, exposed to the damp air for a couple of days—or even less.

There can be a great deal of moisture trapped in the winding of the stator. The wire does not have to be cotton-covered for this to happen. Moisture can be trapped in stators wound with wire with synthetic insulation.

Moreover, this moisture down in the motor stator windings is extremely difficult to get out; but finally, after the unit has run awhile, it gradually gets out of the windings into the unit, and there can often be enough of it to cause trouble. Even in the factories where hermetic units are made, and where they have elaborate and expensive equipment, the moisture in the stator windings constitutes a real problem.

In a bake oven, it is difficult to get the heat down into the motor winding, and thus vaporize the moisture trapped there. Flushing with dry air with the motor running is one method that is used, and with fairly good results, especially if alternated with a low vacuum in the order of 100 microns or less, absolute pressure.

This low a vacuum can only be obtained by a commercial vacuum pump, for it takes 25,000 microns to equal one inch of mercury pres-

sure, so 100 microns is within 1/250 of an inch of mercury of a perfect vacuum. One micron is 1/1,000 of a millimeter and there are approximately 25 millimeters to an inch. A commercial vacuum pump is a bit expensive, but is a very useful piece of shop equipment.

LOW VOLTAGE TO HEAT THE STATOR COIL

One method of driving the moisture from the coils and slots of the stator is to connect a 15 to 20-volt current to the main winding of the stator. This will warm the coils and cause the moisture to vaporize, and a vacuum on the motor-compressor will carry away the vaporized moisture.

The low voltage will of course not run the motor, but some care must be used, and some experimental work must be done to get just the right voltage for the winding. If the voltage is too high, the insulation may be damaged, and if it is too low, it will not warm the stator coil enough to drive out the moisture.

Different makes and types of motors may require different voltages. This method has been used in factories but is rather slow for production purposes.

SUBMERSION IN HOT OIL

We have run across a couple of comparatively small shops doing hermetic unit repair, who use a very effective but simple and inexpensive method of drying out hermetic unit stators. One of them is Willis Refrigeration Service in Long Beach, Calif., and the other is Lewis Refrigeration Co. in Omaha, Neb.

This method consists simply of a tank of hot oil. Preferably the tank should be insulated (a couple of inches of fiber-glass makes a good insulation) and kept at about 180° F. to 200° F. by electric submersion or strap-on heaters controlled by a heating type thermostat (opens on rising temperature). A high grade

oil should be used, such as a highly refined refrigeration oil, of a pale straw color, or even a white oil.

The stator, or if desirable, the entire motor-compressor with the dome off, is totally immersed in the hot oil. The hot oil goes down into all crevices and through the windings and into the coil slots. The moisture is heated and vaporized and comes to the surface of the oil as bubbles, along with bubbles of trapped air. After the first hour or so, depending upon how much water was in the windings, the bubbles gradually disappear, indicating that the moisture has vaporized and that the stator is dry.

It is just that simple.

A shelf is provided above the oil level, on which the stator can be placed to drain and to cool enough to be handled. However, it should be quite warm when taken out to use, for as long as it is above the dewpoint temperature of the room, moisture does not condense on it.

Obviously, the stator will not stay dry indefinitely, after it is taken from the oil tank, but it will stay dry enough, for as long as is required to assemble the motor-compressor and get the cover back on.

Lewis keeps a large amount of his finished hermetic parts in this hot oil to keep them from corroding. In fact, this was originally the main purpose in building his tank.

He has a sizable tank, so he simply keeps many of his parts and stators, in the hot oil tank. They keep clean and uncorroded in there, and when he takes them out they are clean, dry, and above the dewpoint temperature of the room, so that they stay clean and dry long enough to use them.

DOUBLE EVACUATION OF THE UNIT

The motor compressor after assembly is mounted on the unit and, less controls, is put in the oven held at about 225° F. and with a vacuum of 29 to 29½ in. for about an hour. The vacuum pump is then stopped, the vacuum is broken to zero gauge or above, with dry nitrogen, CO₂, or dried air.

In fact, this is a good time to raise the pressure to about 100 p.s.i.g. and test for leaks with a soap and water solution. If you like, you can mix some "Freon-12" with the nitrogen, CO₂, or air and test with a halide torch.

After this, and with the unit still warm from the oven, again pump a 29-in. vacuum for at least half an hour, and charge with refrigerant to the correct amount, put on the controls, and set the unit on test.

Tenney Adds 4 Engineers To Staff as Demand Grows

NEWARK, N. J.—To meet the growing demand for its atmospheric test chambers, control equipment, refrigeration and air conditioning units in both defense and commercial markets, Tenney Engineering, Inc., announces the following additions to the engineering staff of its plant here.

George Wheeler, graduate Newark College of Engineering, as design engineer;

Fred Herman, Rutgers graduate, as project engineer in the applications division;

Alex Ermides, and Joseph De Sciscio, both graduates of National Technical Institute, as engineering draftsmen.

Klem Chemicals, Inc. Names Currier Co. Representative

DEARBORN, Mich.—Klem Chemicals, Inc., here has announced the appointment of Currier Co. as West Coast representative for its line of metal cleaning and conditioning chemicals.

Currier, designer and builder of degreasing and metal washing equipment, spray booths, and conveying systems, maintains offices in Seattle and Denver and warehouses in Oakland and Los Angeles.

Black Quits Borg-Warner Post; Will Organize Own Distributorship

DETROIT—Arch Black has announced his resignation from Borg-Warner Corp. as vice president of its subsidiary, Borg-Warner International.

Black will act as distributor for Standard Business Machines Co., a division of Freez-King Chicago; manufacturer of electronic wire recorders for dictation, transcription, conferences, and telephone recording, for Michigan and all overseas markets.

Black joined the Norge Div. of Borg-Warner as commercial application engineer in 1937 and later was appointed export manager and manager of commercial sales.

He is a world traveler and one of only three in the Detroit area who are members of the "Circumnavigators Club." (Exclusive to those who have traveled the world longitudinally.)

John R. Handley, former traffic and sales representative and regional cargo sales manager for Eastern Air Lines has appointed sales manager of "Arch Black-Sales Engineering" distributors for Standard Business Machines.

Mr. Handley will have offices in the Lafayette building, room 1236, Detroit 26, Mich.

Factory Sales of Washers During May Down 22.2%

CHICAGO—The American Home Laundry Manufacturers' Association reported that factory sales of standard-size household washers in June were down 3% from May and 22.2% from a year ago. But June drier sales gained 23.6% compared with the previous month and 94% compared with June, 1950.

June sales of washers totaled 253,119 units, against 253,942 in May and 325,217 in the same month of 1950. Drier sales amounted to 39,908 units, compared with 32,292 in May and 20,568 in June a year ago.

G-E Names Beckett, Gibson To Head Service Districts

BRIDGEPORT, Conn.—W. H. C. Beckett and W. R. Gibson have been appointed district service supervisors for the General Electric Co.'s major appliance department in the Great Lakes district and North Central district, respectively. W. J. Kern, manager of field service, announces.

Beckett has been a district service representative in the Great Lakes district, Cleveland, since 1948.

Paul Burns Sells Out Distributorship to Glass

PHILADELPHIA—Paul R. Burns, president of the 41-year-old Judson C. Burns appliance distributorship here, has sold the business, it was reported recently, because of his ill health.

New president of the firm, which will retain the same name, is Sam F. Glass, a former board chairman of Logansport Distilling (Philadelphia) and at one time an executive of Schenley Distillers, Inc.

Glass is completely reorganizing the firm. Robert Brown remains as treasurer.

The company distributes Crosley products and Apex home laundry equipment.

Norge Names Texas Dealer

BIG SPRING, Tex.—L. I. Stewart Appliance Store, 306 Gregg, has been appointed a dealer for Norge appliances. L. I. Stewart is the owner and Al Aton is the manager.

For efficient heat transfer "Ro-Fin" Tubes



There are nearly 100 sizes of Rome Extended Surface Helical Fin Tubing in production... with or without threaded end connections, or to be used with standard flare connections.

Write for information on your heat transfer problems:



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As an industry service, AIR CONDITIONING & REFRIGERATION NEWS maintains a file of manufacturers' representatives—serving the refrigeration, air conditioning, and allied industries—in all parts of the country and in some foreign countries.

We periodically check our files to expand this service and request all qualified representatives (except those who have written within the last six months) to send us the following information today on their own letterheads:

1. Complete name of company or individual, address, and phone number.
2. Lines and products now carried (not necessary to list manufacturer represented).
3. Lines and products being added or interested in adding.
4. Territory covered by states, parts of states, or countries.

Please send the above information to:

AIR CONDITIONING & REFRIGERATION NEWS
BOX RP-A, 450 W. FORT ST., DETROIT 26, MICHIGAN



"Our customers sold us on Marsh"

With those words, John Blair (left), of Williams & Co., Inc., was responsible for the smile you see on the face of C. O. McCauley, Marsh Instrument Co. man (right), in the photo above.

Starting way back in 1907, Williams & Co. has grown to be one of the largest refrigeration supply jobbers in the country—operating warehouses and stores in Pittsburgh, Cincinnati, Columbus, Cleveland, and Toledo—all because of determination to handle only top-grade products and to render only top-grade service. Both Mr. Blair and Mr. Andrew Horner, well-known Williams counter man (center), agree that "it was the steady demand for Marsh gauges, thermometers and controls that sold us on the Marsh line. Our customers need equipment that stays accurate and when they call for Marsh so consistently, we know there's good reason."

Wherever you are located, you will find up-to-the-minute jobbers like Williams & Co. who handle the complete line of Marsh Instruments and Marsh Electricmatic Valves because they are built to be dependable. Some of the popular products are described here. For the full story—

See your jobber

MARSH INSTRUMENT CO.

Sales affiliate of Jas. P. Marsh Corporation
Dept. D, Skokie, Ill.

MARSH Refrigeration Instruments



This team is made for the man who wants the ultimate in testing gauges. Marsh manufactures a full line of gauges for all refrigeration needs.

Type WP Marsh Electricmatic — one of many regulators and flow control valves.



The 4-scale "Serviceman" — the testing thermometer that should be in every testing kit. It has everything.

Servicing Hermetics In the Field

Regular appearance of the weekly series of articles on field servicing of hermetics which has been published in the NEWS for the past several months is being temporarily interrupted.

Arne Perttola, the author of these excellent down-to-earth service articles, has been called upon to make a brief, flying trip to Israel as consultant to a hermetic rebuilding firm there. He will resume the series upon his return.

CPR 22, 30--

(Concluded from Page 1, Column 3)

The amendment says, however, that "upon application and a proper showing of . . . prices and costs," the OPS shall adjust ceilings to reflect changes in costs, including overhead, up to July 26, 1951, a somewhat later cut-off date than used in the manufacturing regulations. OPS is now studying methods by which this new requirement can be placed in regulatory form.

The situation may be summarized as follows:

1. Manufacturers covered by CPR 22 and 30 must file their public forms under these regulations on or before Aug. 13, if they have not already done so.

2. Ceilings under CPR 22 and 30 must be computed on the basis of the formulas in the regulations.

3. Any rollbacks called for in these regulations must be placed into effect no later than Aug. 13.

4. Manufacturers filing forms on Aug. 13 would have to roll back prices on that day, but would have to wait until 15 days after the forms have been received by OPS before increasing any prices above the levels of the General Ceiling Price Regulation. After that period they may increase the prices, if they have not been disallowed by OPS or further information requested.

5. Manufacturers who have already waited 15 days and are legally entitled to place increases into effect before Aug. 13, must also place any rollbacks into effect at the same time.

6. The amendments to CPR 22 and 30 that extended the effective date of the regulations to Aug. 13 also extended the date on or before which applications for adjustment must be filed to Sept. 4, 1951.

Here's What Happens Under CPR 7

WASHINGTON, D. C.—When a manufacturer is granted a uniform retail ceiling price for his products covered by Ceiling Price Regulation 7 (housewares, radio, television), this is what happens.

The manufacturer sends out a copy of the special order setting the retail ceiling price to his distributors and dealers. On and after the date of receiving the order, but in no event later than 30 days after the effective date of the order, retailers can no longer sell that product at more than the ceiling price. They can sell at less than the ceiling price, if they so desire.

On and after 60 days from the effective date of the special order, the manufacturer is required to mark or tag every article covered by the order with the established ceiling price in this form:

"OPS—Sec. 43—CPR 7
Price \$....."

Thirty days after this marking deadline, no dealer can offer or sell one of these articles that does not bear this marking. Prior to that time, the dealer is required to mark such products himself, if they do not already bear the manufacturer's marking.

In case of any later amendments to the special order—to cover new products or to change the ceiling price—the manufacturer is given 30 days to attach the new tags and the dealer is given 60 days to legally tag and sell items untagged by the manufacturer.

Coleman Made Pres. of Sauer

PITTSBURGH—At a recent meeting of the board of directors of Sauer Inc., mechanical contractors, J. L. Coleman, Jr. was elected president.

Coleman, who has served as vice president and secretary since 1934, succeeds the late William N. Steitz.

Trade-Ins--

(Concluded from Page 1, Column 2)

ers to the effect of the relaxed credit regulations on sales were mixed. Some individual dealers grumbled that there had been little effect at all. One said that "no matter how much credit restrictions are eased, it won't make up for the panic buying that took place last year." Another declared that "a lot of people are so burdened with monthly payments now that they won't be able to buy anything on credit until they get out from under."

However, some appliance chains in Detroit, Boston, Chicago, and Dallas reported a jump in business of from 20 to 30% immediately after the new easier credit terms had been announced.

It doesn't seem likely, however, that the change in credit regulations will tone down some of the high-flying "special offer" promotions that have come to the fore in the past few months. Even after the Congressional action, Skillern's chain in Dallas advertised an Admiral television-radio combination with the following "for free": free installation, free service for 90 days, and a Eureka vacuum cleaner.

Thomas Binder Forms New Firm for Patent Processing

NEWARK, N. J.—The partnership of T. W. Binder & Sons has been formed by Thomas W. Binder, his sons, Harold Rackin, and others, for the purpose of developing, designing, and licensing patents held by Thomas W. Binder.

The new firm has been designated as exclusive licensee of Thomas W. Binder patents No. 2,405,812 and No. 2,522,820 which cover the principle of air conditioning and moisture removal by the vapor differential pressure method.

The company is now designing a 3 and a 5-ton packaged conditioner for a refrigeration manufacturer. These designs will incorporate methods for maximum utilization of the Binder vapor pressure differential method of moisture removal.

The firm is also designing and developing for other manufacturers window model air conditioners and portable dehumidifiers, which will incorporate features of the Binder vapor pressure differential method.

It was explained that formation of T. W. Binder & Sons will in no way affect Thomas W. Binder or his sons' interest of efforts in Johns Sales Associates, in which they are now active as manufacturers' sales agents.

What D'ya Know?

What did you see in this issue?

Try your memory on these clues about news and advertising. If you get the answer on the first clue, score 5; second clue, score 3; final clue, score 1. Excellent, 25-30; Good, 18-24; Fair, 12-17; below 12, Poor.

1. a) Oklahoma City manufacturer suggests you save money by saving water. b) Firm's evaporative condensers range in size from 3 to 100 tons. c) Company also makes unit coolers, air conditioners.

2. a) How much is a used refrigerator worth? b) Part I of this series gives general suggestions for determining the value of used boxes. c) There will be more on the subject of the trade-in problem.

3. a) Case manufacturer introduces new versatile open display case. b) Manufactures it in Marshall, Michigan. c) Calls it the "Convertible."

Answers:

1. Unit introduced by General Electric, p. 1. 2. Unit introduced by General Electric, p. 1. 3. Unit introduced by General Electric, p. 1. 4. Unit introduced by General Electric, p. 1. 5. Unit introduced by General Electric, p. 1. 6. Unit introduced by General Electric, p. 1. 7. Unit introduced by General Electric, p. 1. 8. Unit introduced by General Electric, p. 1. 9. Unit introduced by General Electric, p. 1. 10. Unit introduced by General Electric, p. 1. 11. Unit introduced by General Electric, p. 1. 12. Unit introduced by General Electric, p. 1. 13. Unit introduced by General Electric, p. 1. 14. Unit introduced by General Electric, p. 1. 15. Unit introduced by General Electric, p. 1. 16. Unit introduced by General Electric, p. 1. 17. Unit introduced by General Electric, p. 1. 18. Unit introduced by General Electric, p. 1. 19. Unit introduced by General Electric, p. 1. 20. Unit introduced by General Electric, p. 1. 21. Unit introduced by General Electric, p. 1. 22. Unit introduced by General Electric, p. 1. 23. Unit introduced by General Electric, p. 1. 24. Unit introduced by General Electric, p. 1. 25. Unit introduced by General Electric, p. 1. 26. Unit introduced by General Electric, p. 1. 27. Unit introduced by General Electric, p. 1. 28. Unit introduced by General Electric, p. 1. 29. Unit introduced by General Electric, p. 1. 30. Unit introduced by General Electric, p. 1.

3rd Quarter Steel, Iron Quotas Can Be Shifted Among Items

WASHINGTON, D. C.—Manufacturers of two or more consumer durable goods are permitted to spread their third quarter quotas of steel, copper, and aluminum among these products in accordance with seasonal and consumer demands.

The National Production Authority granted them this flexibility in its first amendment to order M-47A, which took effect on Aug. 2.

Under the original order, which became effective on July 1, manufacturers could use copper and aluminum quotas for any item on list A or on list B, but they had to use their iron and steel quota for narrow subgroups of items within these lists.

Now they are permitted to use their iron and steel quota in the same way that they used their copper and aluminum quotas. That is, the accumulated amounts for all items on list A can be used to produce any of the items on that list, and the accumulated amounts of basic metals for all items on list B can be used to produce any of the items on that list.

However, the basic metals cannot be shifted between products on different lists. For instance, steel, copper, and aluminum for freezers of less than 13-cu. ft. capacity (on list A) cannot be shifted to produce freezers of 13-cu. ft. capacity and over (on list B).

Incidentally, the listing of big freezers on List B was changed from "over 13 cu. ft." to "13 cu. ft. and over."

Another change in the order permits a manufacturer to benefit from any savings he may make in basic materials, whether in his own manufacturing operation or through the purchase of parts containing these metals.

Manufacturers can now also disregard the weight of materials in purchased components and subassemblies for which a Controlled Materials Plan allotment was made in the third quarter. This will affect manufacturers who purchase electric motors for use in their equipment, the NPA said.

Seeger Declares 35-Cent Quarterly Stock Dividend

ST. PAUL—Directors of Seeger Refrigerator Co. recently declared both the regular 35-cent quarterly cash dividend and an extra year end dividend of 60 cents per share on the company's common stock. Both are payable Sept. 11, 1951, to stockholders of record at the close of business Aug. 17, 1951.

John S. Holl, president, said that while sales volume in the fiscal year ending Aug. 31 is expected to approximate the preceding year's record \$81,500,371, net earnings would be lower than last year's \$5,565,535 because of increased corporate taxes.

Holl also stated that the company is in production on sizeable defense contracts and is preparing its plants for additional items for which contracts have been received.

Every One in the Industry Should READ . . .

ONE FOOT IN THE DOOR

THE LAUGH - LEARN - PROFIT BOOK
by GEORGE F. TAUBENECK

. . . Because Every Laugh Drives Home a
SOUND SALES PRINCIPLE!

"This is a funny book," declares George Taubeneck, editor of *Air Conditioning & Refrigeration News*, in his heading for Chapter 1. That's true. You'll laugh! You'll learn, too.

"One Foot in the Door" is the laugh-and-fact-packed story of Specialty Selling. It takes you back through chuckling pages to the birth of the specialty merchandising art under John H. Patterson of N.C.R. fame, and it takes you forward—again with smiles and guffaws—to the shining future.

It clearly delineates the selling principles which years of experience

have set up—and makes them easy to remember by associating these principles with humorous anecdotes. It vigorously points up the job ahead for sales management—tells what, where, why, when, and how.

It pleads eloquently for—and points the way toward—the more efficient distribution system that will be one of the strongest bulwarks of private enterprise.

It does all this so agreeably and fascinatingly that, when you finally finish it, you'll call it the most enjoyable book you've read in a decade.



CHAPTER TITLES from "ONE FOOT IN THE DOOR"

1. "This Is a Funny Book"
2. The Old Master—and How He Got That Way
3. Making Direct-Mail Advertising Respectable
4. Hair Grows on a Billiard Ball
5. Publicity Isn't Always Free
6. People See Better Than They Hear
7. How to Humanize Your Company
8. Tom Thumb Cartels
9. Finding the Rainbow's Pot-of-Gold
10. There's Always One Best Way to Tell Your Story
11. You Can't Get Off First Base Without a Sales Manual
12. "It Pays for Itself"
13. Ask the Man Who Uses One
14. Everybody Loves a Convention
15. Sales Training Schools Must Be Clever and Entertaining
16. Circuit Riding Becomes a Profession
17. Make It Clear, Make It Simple, Make It Direct
18. Just a Minute, Dear
19. Five Will Get You Ten
20. Mama Can Help, Too
21. Ask the Man Who Does the Work
22. Factory Open House Policy
23. Who Says You Can't Sell Abroad?
24. "Tell All" Promotion Rings the Bell

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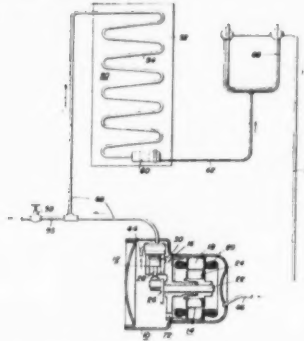
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PATENTS

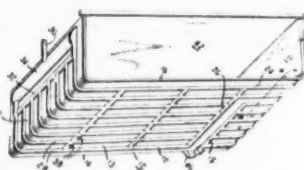
Week of May 1 (Cont.)

2,551,426. METHOD OF DEHYDRATING AND ASSEMBLING REFRIGERATION APPARATUS. Sidney C. Baker, Longmeadow, Mass., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Application May 11, 1948, Serial No. 26,325. 14 Claims. (Cl. 62-170.)



1. The method of dehydrating refrigerating apparatus including a drying agent, said method comprising assembling a plurality of the elements of said apparatus including said drying agent in their operating relationship and then dehydrating said elements by raising them to an elevated temperature and blowing dry air therethrough and in contact with said drying agent.

2,511,465. REFRIGERANT EVAPORATOR. Jules N. Saller, Springfield, Mass., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Application May 10, 1946, Serial No. 668,950. 8 Claims. (Cl. 62-126.)

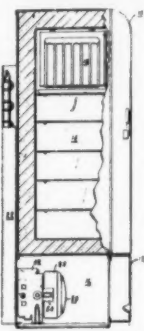


1. A refrigerant evaporator element comprising two embossed metal sheets secured together at their edges and intermediate thereof to form refrigerant passages, said sheets being bent into the shape of a U to form the bottom and two side walls of a cooling chamber, said passages being characterized by an inlet manifold extending across a major portion of said bottom wall, a first group of spaced-apart passages extending sideways from said inlet manifold and then passing upwardly in one of said walls, each of said passages of said first group communicating without restriction with said inlet manifold, a collecting manifold located adjacent the upper edge of said one side wall and communicating freely with each of the passages of said first series, passage means extending downwardly from said collecting manifold in said side wall and across a portion of said bottom wall, said passage means being of smaller cross sectional area than the combined cross sectional areas of said first group of passages, an intermediate distributing manifold communicating with said passage means and extending across said bottom wall, a second group of spaced-apart passages each communicating without restriction with said intermediate manifold, and extending sideways therefrom and then passing upwardly in said second side wall, and a second collecting manifold in said second side wall communicating freely with each of said passages of said second series.

2,551,514. MOUNTING ARRANGEMENT OF REFRIGERATION UNIT. Albert E. Truelove, Westfield, and Parker W. MacCarthy, Springfield, Mass., assignors to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Application Jan. 6, 1948, Serial No. 742. 11 Claims. (Cl. 62-116.)

1. In a refrigerator having a compartment, a unit in said compartment, said unit comprising a refrigerant compressor, a motor for driving said compressor, a casing enclosing said motor and compressor, a first rigid supporting element secured to one side of said casing, and a second rigid supporting element secured to the opposite side of said casing, a

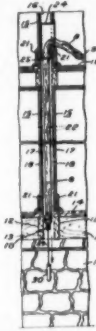
resilient mounting for said unit, said mounting comprising first and second holding elements secured in said com-



partment, a first metal spring having a first end engaging said first holding element and a second end engaging said second holding element, a second metal spring having a first end engaging said second holding element and a second end engaging said second supporting element, said first and second springs carrying substantially the entire weight of said unit, resilient holding means for resiliently resisting all horizontal movements of said unit in said compartment, resilient bumping means in said compartment near but spaced from portions of said unit to allow a limited travel of said unit in all directions within said spacing and to resiliently resist travel of said unit in said directions beyond said spacing.

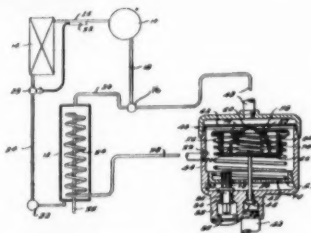
Week of May 8

2,551,751. AIR CONDITIONING CONDUIT AND PROCEDURE FOR INSTALLING SAME. Allan MacDougall, Jr., Pittsburgh, Pa. Application Nov. 15, 1948, Serial No. 60,086. 4 Claims. (Cl. 98-31.)



1. A method of installing an air conditioning conduit in a completed building, which consists in opening a space within the wall structure of such building; employing such space as at least a part of a passageway from an upper story of such building to the basement thereof; coating the outer surface of a pliable, collapsible conduit with a slow setting adhesive; prior to the setting of such adhesive collapsing said conduit and moving the same while collapsed through such passageway to the extent that one end thereof is accessible from such upper story and the other end is accessible from the basement of the building; prior to the setting of such adhesive, expanding the collapsed conduit and forcing the adhesive covered surface thereof into adhering engagement with opposed walls of said passage; maintaining the conduit expanded with its coated surface in contact with such walls at least until the adhesive coating has set; and then placing each end of said conduit in open communication with fluid-delivery equipment.

2,551,758. AUTOMATIC CONTROL VALVE FOR CONDENSER COOLANT. Alvin B. Newton, Dayton, Ohio, assignor to Chrysler Corp., Highland Park, Mich., a corporation of Delaware. Application Feb. 12, 1947, Serial No. 727,963. 5 Claims. (Cl. 238-92.)



1. In a refrigerating system of the compressor-condenser-expansion type, a valve for controlling flow of a condenser cooling liquid, said valve comprising a hous-

PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing office under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Rock Island Arsenal; Springfield Armory; Watertown Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of those offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

Commanding Officer, Naval Supply Depot, Mechanicsburg, Penn. Attn: Code 778B
Fittings—pipe—A DDL, lubri- 4990 ea 72-20623 27 Aug 51
cations—refrigeration—various types and sizes

Headquarters, San Antonio Air Materiel Area, Kelly Air Force Base, Texas
W48X6 connector, solderless 10 ea 29-52-4 Q 6 Aug 51
brass Sae flared tube 3-8 in. tube 1-4 in. Ept Weatherhead or equal. (6700-210292)

Wright-Patterson Air Force Base, Dayton, Ohio
Sinks—temperature controlled 7 ea 52-18-B 30 Aug 51
darkroom—stainless steel

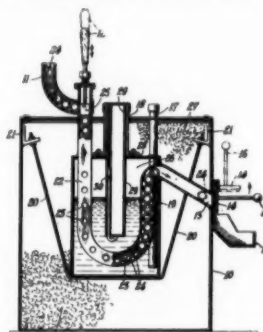
Chicago Quartermaster Depot, QM Purchasing Division, Chicago, Illinois
Cabinet, ice cream storage 96 ea 52-107 B 5 Sep 51
Refrigerators, prefabricated 60 ea 52-68 B 30 Aug 51
Refrigerators, prefabricated 544 ea 52-76B 4 Sep 51
sectional

GENERAL SERVICES ADMINISTRATION

Regional Information Officer, Region No. 2, General Services Administration, 250 Hudson Street, New York 13, N. Y.
Water coolers, Trenton, N. J., NY-BM-2-217 8-15-51

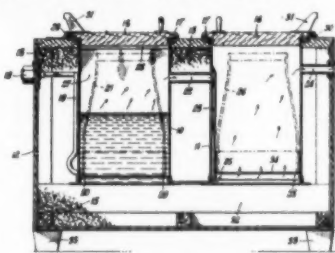
ing having inlet and outlet openings therein and an element movable relative to said housing to close said inlet opening, a spring biased to move said element to closing position, a device subjected to refrigerant pressure in the condenser and press said spring to open said valve to an extent varying in direct relation to the refrigerant pressure in the condenser and a collapsible bellows interposed between said element and said device, subjected to the pressure of the cooling liquid and tending to move said element to vary the opening of said valve inversely with respect to the cooling liquid pressure in said housing, a first means associated with said bellows and adapted to yieldably oppose the collapsing of said bellows and a second means associated with said bellows and adapted to establish a limit for the extension of said bellows.

2,552,029. COLD TREATING MACHINE. Robert E. Bludeau, East Orange, and James H. Bucknam, Cranford, N. J., assignors, by mesne assignments, to Union Carbide and Carbon Corp., a corporation of New York. Application April 10, 1946, Serial No. 661,029. 10 Claims. (Cl. 62-1.)



1. An apparatus comprising a liquid refrigerant tank, a guideway for objects being moved into and out of direct contact with a liquid refrigerant adapted to be received in said tank, a removable tube adapted to extend into the liquid refrigerant between the portions of said guideway extending into and out of the tank for cooling an object out of direct contact with the liquid refrigerant, and a passage for supplying vaporized refrigerant to an object in said tube.

2,552,030. COLD TREATMENT APPARATUS AND METHOD. Robert E. Bludeau, East Orange, N. J., assignor, by mesne assignments, to Union Carbide and Carbon Corp., a corporation of New York. Application July 26, 1946, Serial No. 666,378. 14 Claims. (Cl. 62-92.)



1. A cold treatment apparatus comprising, in combination, a tank for a vaporizable liquid refrigerant, a cooling chamber outside of and laterally displaced from said tank, said tank and chamber each having an opening through which an article may be inserted and withdrawn, a movable closure for each opening, a passage for vaporized refrigerant leading from an upper portion of said tank above a normal liquid level therein into an end portion of said chamber, and a vent for an end portion of said chamber remote from that into which said passage leads whereby vaporized refrigerant under slight pressure in said tank may pass through said chamber in contact with an article therein and out said vent into the atmosphere.

Government Contracts

1 Johnson Ave., period date of installation to 6-30-52

U. S. DEPARTMENT OF COMMERCE

Chief, Procurement Section, Ntl. Bureau of Standards, Conn. Ave. and Van Ness St., N.W., Washington 25, D. C.
Pressure controls, similar 12 ea B-2-267-52 8-17-51
to Mercoid type DA-531
Copper pipe 5000 ft. B-2-269-52 8-17-51
Pressure gauges 4 ea B-2-271-51 8-17-51
Differential pressure gauges 4 ea B-2-272-52 8-17-51
Plug Valves 12 ea B-2-275-52 8-17-51
Globe Valves 18 ea B-2-275-52 8-17-51
Valves 52 ea B-2-276-52 8-17-51
Valves 52 ea B-2-277-52 8-17-51

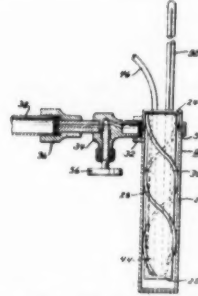
TREASURY DEPARTMENT

Purchasing Officer, Bureau of Engraving and Printing, Fourteenth and C Streets, S.W., Washington 25, D. C.
Exhaust fan, centrifugal, complete with starting equipment, output not less than 6800 cubic feet per minute at 1/2" static, pressure not exceeding a velocity of 2000 feet per minute, self-aligning, anti-friction bearings, 1-3/4 HP motor operating on 3-phase 208-volt, 60-cycle current, push button starter
Valves, forged brass 180 ea B-2-246-52 8-17-51
Solenoid valves, general 4 ea B-2-247-52 8-17-51
controls Co. type K-15-SF, or equal

CONTRACTS AWARDED AS OF AUG. 1, 1951

Ships Parts Control Center, Naval Supply Depot, Mechanicsburg, Pennsylvania
Repair Parts for Heat Transfer Equipment.—Manning, Maxwell & Moore, Inc., 11 Elias St., Bridgeport 2, Conn.
Headquarters, U. S. Marine Corps, The Quartermaster General, Washington 25, D. C.
Refrigerators.—37 ea., \$49,826.—Victor Products Corp., 901 Pope Ave., Hagerstown, Md.
Headquarters, Air Materiel Command, Wright-Patterson Air Force Base, Dayton, Ohio
Air circulating fan, cl-34B.—(exceeds \$250,000).—Emerson Electric Mfg. Co., St. Louis, Mo.
Air circulating fan, cl-34B.—(exceeds \$250,000).—Hunter Fan & Ventilating Co., Memphis, Tenn.
Chicago Quartermaster Depot, QM Purchasing Division, 1819 W. Pershing Road, Chicago 9, Ill.
1695-B Refrigeration Prefabricated Storage Box only.—60 ea., \$82,000.—Federal Refrigeration Mfg. Co., 550 Elizabeth St., Waukesha, Wis.

2,552,067. APPARATUS FOR TESTING THERMOSTATIC CONTROLS. Lanzo S. Cooper, Piqua, Ohio, assignor to General Motors Corp., Dayton, Ohio, a corporation of Delaware. Application Sept. 21, 1945, Serial No. 617,803. 2 Claims. (Cl. 73-1.)



1. A testing device including a first

(To Be Continued)

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

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POSITIONS WANTED

SALES MANAGER—New York area—desires connection with recognized manufacturer. Graduate engineer having 20 years' sales experience on refrigeration, air conditioning, heating, heat exchangers, and control equipment. BOX 3793, Air Conditioning & Refrigeration News.

RESPONSIBLE, YOUNG sales-serviceman; Desires permanent position in the industry. Prefers factory, distributor, or major appliance outlet as field service or sales representative. College, refrigeration school graduate; family man with 8 years commercial refrigeration and appliance service. 5 years commercial & household sales experience. Your offer will receive serious consideration. Reply to BOX 3794, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

COMMERCIAL REFRIGERATION man. Permanent year-round job. Must have at least three years' experience. We offer security and good pay in return for ability, honesty and sincerity. SQUARE DEAL REFRIGERATION, INC., 10163 Gratiot, Detroit, Michigan, WAU 1-2345.

MANUFACTURER OF air conditioning and ventilating units now expanding its sales force wishes to contact sales engineers having several years' experience calling on architects and contractors. Men selected must have an excellent sales record. All replies will be held confidential. BOX 3780, Air Conditioning & Refrigeration News.

DESIGN ENGINEER with refrigeration air conditioning experience, must be good draftsman, familiar with manufacturing and tooling. Excellent opportunity in large compressor field. Write BOX 3787, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

5 TON package units—prominent brand self-contained 220-3-60 air conditioners. Water valves and plenums included. All in original crates. \$750.00 each. F.O.B. Worcester. ALAN DISTRIBUTORS, 164 Main Street, Worcester, Mass.

REFRIGERATOR DOORS. 3'6" by 6'6" double batten auto close doors complete with removable track heads for a 72" track. 1 1/2" corkboard insulation. 16 gauge metal clad. Brand new. \$95.00 each. Freight prepaid in U.S. Door height will be altered for anything up to an 11 ft. 2 in. track for \$15.00 additional. BIMEL CO., Cincinnati, Ohio.

1/2-HP open and sealed type prominent brands condensing units complete; brand new; limited quantity; act now; \$52 each FOB New York; write for specifications, other sizes also available; MANN REFRIGERATION SUPPLY CO., 15 Astor Place, New York 3, N. Y.

FOR SALE—while they last—standard makes—new hermetic units—static & fan-cooled cond. 1/2, 3/4, 1, 1 1/2, 2, 3, 4, 5, 6, 8, 10, 12, 15, 20, 25, 30, 35, 40, 45, 50, 60, 70, 80, 90, 100, 125, 150, 175, 200, 225, 250, 275, 300, 325, 350, 375, 400, 425, 450, 475, 500, 525, 550, 575, 600, 625, 650, 675, 700, 725, 750, 775, 800, 825, 850, 875, 900, 925, 950, 975, 1000, 1025, 1050, 1075, 1100, 1125, 1150, 1175, 1200, 1225, 1250, 1275, 1300, 1325, 1350, 1375, 1400, 1425, 1450, 1475, 1500, 1525, 1550, 1575, 1600, 1625, 1650, 1675, 1700, 1725, 1750, 1775, 1800, 1825, 1850, 1875, 1900, 1925, 1950, 1975, 2000, 2025, 2050, 2075, 2100, 2125, 2150, 2175, 2200, 2225, 2250, 2275, 2300, 2325, 2350, 2375, 2400, 2425, 2450, 2475, 2500, 2525, 2550, 2575, 2600, 2625, 2650, 2675, 2700, 2725, 2750, 2775, 2800, 2825, 2850, 2875, 2900, 2925, 2950, 2975, 3000, 3025, 3050, 3075, 3100, 3125, 3150, 3175, 3200, 3225, 3250, 3275, 3300, 3325, 3350, 3375, 3400, 3425, 3450, 3475, 3500, 3525, 3550, 3575, 3600, 3625, 3650, 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Harvester To Subcontract 80-90% Of Material Required for Prime Gov't Contracts

CHICAGO — International Harvester will subcontract between 80 and 90% of the material it requires for present prime government contracts, it was announced by John L. McCaffrey, president.

McCaffrey supported his observation with a brief analysis of three of his company's prime defense contracts.

"One of these," he said, "is a substantial contract for an armored utility vehicle of strictly ordnance design; the second is a medium-sized contract for motor trucks—ordnance designed but still a motor truck much as Harvester builds every day; the third for a small item, a military fuse."

The dollar value of the contracts is approximately \$355,000,000.

In the case of the armored utility vehicle, Harvester already has made arrangements with 327 subcontractors to participate in the work. But the story does not stop there, it was stressed. Those 327 subcontractors have, in turn, made arrangements with 1,377 subcontractors of their own, so there is actually a total of 1,704 other businesses known to be involved in the job, McCaffrey pointed out.

Further analysis is said to show that of those 1,704 subcontractors, 816, or almost half, are "small businesses" as small business is defined by the government—a firm employing 500 people or less.

Many more are "intermediate" sized businesses. A small number are big business, just as International Harvester itself is a subcontractor to others on other defense tasks.

These other figures were cited:

On the company's motor truck contract for 6 by 6 five-ton motor trucks for the Army's Ordnance Corps, Harvester has employed 219 subcontractors. Of that number, 119, or more than half, are small business firms and 89 are intermediate-sized firms. Only 11, or 5%, of the subcontractors are "big business."

Not only are there a sizable number of subcontractors on the armored utility vehicle and motor truck contracts, but also the dollar volume subcontracted is large—approaching an estimated 90% in the case of the motor truck contract.

This contrasts with the fuse contract where only an estimated 20% of the dollar volume is subcontracted. But in the case of the fuse, the number of parts subcontracted is relatively high. Of the 37 parts in the fuse, Harvester has subcontracted 30.

All of these subcontracts have gone to small business firms except one which went to a big business because of the nature of the ordnance-specified material.

While the bulk of the subcontracts is in a dozen states surrounding Illinois, the total is scattered in hundreds of towns and cities, McCaffrey noted. The subcontracting sites range from Attleboro, Mass., westward to San Francisco; from Owatonna, Minn., southward to Rome, Ga.

The character of the parts subcontracted ranges from washers and springs to engines and armored hulls. On one eleven-million-dollar chunk of one contract held by Harvester, there are 33 subcontractors on one component. In another case, one of the largest corporations in the world collaborates with one of the smallest on a ring, the cost of which is \$111.72.

G-E Tells Water Heating Story with New Movie

BRIDGEPORT, Conn. — A new motion picture that tells the complete story of electric water heating has been released by General Electric Co.'s water heater division.

A 25-minute, black and white, 16 mm. film, it is being made available by G-E distributors for use at cooking schools, men's and women's club meetings, and home economics classes as well as at various types of sales clinics.

According to J. F. McBride, manager of sales of the range and water heater divisions, the picture is not only ideal for training salesmen but also gives essential information to homeowners who need help in solving their water heating problems.

Perfection Stove Elects Haag V. Pres. of Mfg.

CLEVELAND — Perfection Stove Co. has announced the election of William H. Haag, as vice president in charge of manufacturing and purchasing. He assumes the post left vacant by the retirement of C. A. Blackburn.

Haag came to Perfection in 1928 as a production engineer, working under Blackburn. Three years later he became production manager of the company's Ivanhoe Road plant. By 1934 his duties had been enlarged to include the Platt avenue plant. When Blackburn was elected vice president in charge of manufacturing in 1947, Haag became works manager of both the Platt and Ivanhoe plants.

Bank Plans Air Conditioning

DARLINGTON, S.C.—The Darlington County Bank & Trust Co. has completed plans for the installation of an air conditioning unit in its quarters on the public square.

A Lot of Cold Air

Merchants Refrigerating To Store 21,000,000 Lbs. of Food at Low Temperature in New Minnesota Plant

HOPKINS, Minn.—Some 100,000 lbs. a day of poultry freezing capacity, and low temperature storage for 21,000,000 lbs. of foods will be provided by a specially designed ammonia refrigeration system in the new Merchants Refrigerating Co. plant here, just outside Minneapolis, Carrier Corp. has announced.

The ultra-modern new plant—eighth commercial refrigeration warehouse to be opened by the Merchants company in the eastern and central United States—is under construction and is scheduled for operation in October.

The Carrier refrigeration system has been designed for extreme flexibility and economy in handling the wide load variations expected—due to the seasonal nature of food freezing operations and seasonal temperature changes.

The system will include nine heavy duty reciprocating compressors. It

will supply both chilled brine for the storage areas and direct expansion ammonia cooling for the blast freezing tunnels.

The temperature range will be from -30° F. in the freezing tunnels to -10° in more than a million cubic feet of freezer storage to 35° in the remainder of the storage space.

Six compressors will be assigned to the low stage of the two-stage system. Two of these will normally handle the blast freezing load, operating at a suction temperature of -40°.

The other four will be used to chill brine for the storage areas, using shell and tube coolers and operating at a suction temperature of -30°.

However, all six compressors will discharge into the same intercooler. The system has been interconnected so that any of the low stage compressors may be used for either the

brine or the blast freezing system.

The two blast freezer compressors will handle a total refrigeration load of 72 tons at the extreme low temperature required. The four brine cooling units will handle 206 tons.

The same brine will be used for both the 35° and the -10° storage areas. The difference in temperature will be maintained by different rates of flow.

Three compressors will be used on the high stage with two in operation and the third as a standby unit. Each of these will provide up to 140 tons of capacity.

The two blast freezer tunnels—each of them 32 ft. by 20 ft. by 7½ ft. high—will employ a total of eight Carrier dry surface prime coil cold diffusers.

Present plans call for freezing both poultry and meat. Tenant facilities will be provided in the warehouse for preparation of the foods to be frozen.

The new warehouse is being built on a 16-acre tract of land in Hopkins, Minn., on the outskirts of Minneapolis. Other Merchants Refrigerating Co. warehouses are located in New York City, Jersey City, and Newark, N. J., Buffalo, and St. Louis.

COPY CALL!

Silver Anniversary Issue

To be published September 17. Advertising closes September 7.

Publication date of The Silver Anniversary Issue is drawing near.

Reviewing the accomplishments of the industry during the past 25 years . . . this will be an edition of unusual and lasting interest to the entire industry.

Undoubtedly your company will want to be represented in it.

As to the type of advertisement for this special issue . . . an advertisement to tie in with editorial content would be most appropriate.

Editorially the NEWS will tell the story of the growth and progress of the industry.

In your special advertisement it would be timely and fitting to tell the story of the growth and progress of your company.

• • • • •

Old customers like to know the background of the companies from whom they buy. It bolsters their confidence in the company and

its products. It also bolsters their confidence in themselves . . . in their own good judgment in buying the product in the first place! It ties them even closer to their established sources of supply.

Prospective buyers are influenced. They like to know all about the company back of the product which they may be considering. This can make the difference between a prospect and a customer!

The complete and detailed story of a successful background is always a potent influence in making sales.

• • • • •

This type of special advertisement is perfectly suited for double duty. Reprints of inserts, pages, or other units . . . telling the story of the company . . . can be carried in stock along with your other sales and promotional literature and effectively used over an extended period of time.

Write, wire, or phone your space reservation for this great issue!

Regular advertising rates apply

Air Conditioning & Refrigeration News

The Newspaper of the Industry.

CRMA Meeting --

(Concluded from Page 1, Column 4) of the heavy demand for refrigerated food service equipment that characterized the entire postwar period until recently.

Higher labor costs, and inability to recruit help in many areas, will, several panel experts predicted, give food retailers, hotel and restaurant operators, and other customers an even greater incentive than they have had up to now to invest in equipment requiring a minimum of manpower, increasing volume, and cutting spoilage losses, which many thousands of installations now in the field cannot do.

Assuming there will be a continuation of the present static condition until the pendulum swings back again, the industry was warned against taking too hasty steps to reduce overhead expenses, through cutting down on advertising or reducing sales and administrative personnel.

Advertising Essential

Advertising, it was pointed out, is an essential auxiliary to an effective merchandising job. During the last war, many business organizations sharply curtailed their advertising budgets or eliminated them altogether, only to discover later on that many of their customers had forgotten all about them and were doing business with the "other fellow."

Advertising, as one speaker emphasized, is not something that can be turned on and off like a faucet; in order to do a job it must be consistent and persistent. The same principle was held to be true of sales and administrative personnel, often the favorite target for thoughtless axe-swinging. Letting experienced men go to save the cost of their salaries, it was declared, may, and often does, prove many times more costly when things are moving once again. There is still much room for improvement in factory cost reduction through more intelligent use of incentive methods and simplified design, others pointed out.

Panel Participants

Those who took part in the panel discussions included: C. K. Litman, Koch Refrigerators, and L. O. Bower, Sherer-Gillett Co., who discussed sales; L. U. Shapiro, United Refrigerator Co., and William T. McCall, McCall Refrigerator Co., who analyzed the labor situation; Reese L. Harrison, Ed. Friedrich Co., Herman C. Ahrens, C. Schmidt Co., and Robert L. Abbott, McCray Refrigerator Co., who suggested various management do's and don't's; and Carl E. Corbin, Viking Refrigerators, Inc., John Romadka, Federal Refrigerator Mfg. Co., and William Fogel, Fogel Refrigerator Co., who discussed government procurement programs.

Although the members expressed full satisfaction with the controls program for the industry, as administered by NPA's William L. Beck and A. Gordon Wootton, some difficulty placing CMP rated orders with suppliers was reported. This was said to apply especially to steel, with many mills refusing to accept such orders on the ground that they are "filled up."

The fact that the industry is de-

Re-elected



ROBERT L. TYLER

voted exclusively to the production of food preservation equipment, it was brought out, had resulted in a satisfactory third-quarter CMP allocation, with every expectation that the industry will be similarly well treated in the fourth quarter.

NPA Task Group Report

A report of the NPA Task Group for Commercial Refrigerators, as submitted to NPA by its chairman, W. B. McMillan, Hussmann Refrigerator Co., was examined and endorsed. The report recommended that no steps be taken at this time to enforce simplification and conservation measures in the design and construction of industry products, in view of the rapidly changing situation and the obvious fact that any fixed regulation could quickly become obsolete. Currently imposed restrictions on the use of scarce materials that have already been imposed, the report suggested, are sufficient to produce, and are actually producing, the desired economies. Other members of the NPA Task Group are: J. H. Coolidge, Sherer-Gillett Co.; C. V. Hill, Jr., C. V. Hill & Co.; Ernest L. Stultz, Viking Refrigerators, Inc.; and Robert L. Tyler, Tyler Fixture Corp.

The annual election of officers resulted in the re-election of Robert L. Tyler as president, Millard Mayer, Koch Refrigerators, as vice president; and Edward N. Northey, Herick Refrigerator Co., as treasurer. New directors named were: John Romadka, Federal Refrigerator Mfg. Co., and Herman C. Ahrens, C. Schmidt Co.

Admiral Sales Meeting Shifts to Aug. 17-18

CHICAGO—Admiral Corp.'s sales convention has been pushed back one week, from Aug. 10-11 to Aug. 17-18, so that 600 distributors and distributors' salesmen can see the All-Star football game at Soldiers' Field Aug. 17, Wallace C. Johnson, vice president in charge of sales, announced.

Admiral will sponsor the telecast and broadcast of the All-Star game, bringing the event to the "largest audience in history."

As originally announced, the sales convention will be basically a Color Clinic supplemented by the introduction of several additions to the TV line. These will be drop-in models to bridge gaps in the present line.

All sessions will be closed and will be held at the Palmer House hotel.

Range, Water Heater Installation Allowances Stopped by Utility

FT. WAYNE, Ind.—The Fort Wayne division of Indiana & Michigan Electric Co. has discontinued granting allowances on the installation of electric ranges and water heaters.

R. L. Albaugh, residential sales supervisor of the division, announced the utility's new policy in a letter to appliance dealers, plumbers, and electrical contractors. No reason for the action was stated in the letter, although it was understood to be taken for the purpose of "economy."

The division had been contributing to its customers a portion of the wiring cost for new range and water heater installations since April 1, 1946.

Late Filers Can't Make Use of CMP Change

WASHINGTON, D. C.—Manufacturers of consumer durable goods who file their applications for fourth-quarter allotments of controlled materials after the Aug. 15 deadline must follow the provisions of M-47A before it was amended on Aug. 2, the National Production Authority ruled recently.

This means that these manufacturers must list their requirements according to product groups as outlined in the original order. They cannot combine their metals needs for all products under List A and List B as provided by the amended order.

NPA officials pointed out that all manufacturers will not receive under CMP equal percentages of basic metals. Though a general 5% cut-back from present quotas is expected, some manufacturers may be cut 10% and others not at all, they said. A large number of factors will be taken into consideration in determining each manufacturer's allotment, it was said.

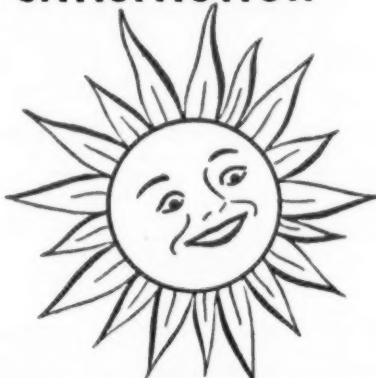
Tate Engineering Named As Sunroc Distributor

BALTIMORE—Robert L. Tate, president of Tate Engineering & Supply Co. here, announced recently that the company has been appointed distributor for the Sunroc Co. in the Maryland counties of Carroll, Howard, Ann Arundel, Baltimore, and Hartford on an exclusive basis.

Be sure to specify

The New

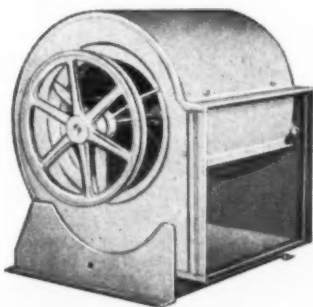
FOR CUSTOMER SATISFACTION



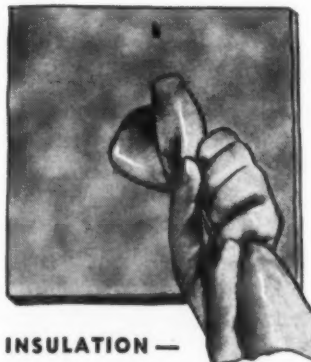
BUSH Comfort Conditioners are expertly engineered to furnish better air conditioning at low cost . . . that means new customers and more profit for the dealer. They're especially designed to afford easy installation and servicing . . . that's good news for contractors and service engineers.

The BUSH Comfort Conditioner is a ceiling-mounted unit . . . conserves valuable floor space. The condensing unit can be placed in the basement or any other location away from the air conditioned area — thereby eliminating noise. If the business location should change, the BUSH Comfort Conditioner can be easily moved: merely unbolt from the ceiling and pack along the condensing unit . . . you can move the air conditioning as you would a piece of furniture.

Investigate the BUSH Comfort Conditioner today; you'll be glad you did.



BLOWER WHEEL AND BEARING ASSEMBLY — Balanced forward-curved wheel and neoprene-encased bearing assembly provide smooth performance and long life.



INSULATION — All cases are insulated with thermal-acoustical material for quiet operation and insurance against condensation on casing.



DISCHARGE GRILL — Two-directional discharge grill allows for wide variety of air distribution.

FILTERS — Throw-away type filters are available for all units. All filter sections have a flange for attachment to ductwork.



BUSH MANUFACTURING CO. • WEST HARTFORD 10, CONN.

Buy the Best—and the Best is Bush

"Be Wise Characterize"

DIVERSIFY YOUR SELLING HABITS

SELL A REFRIGERATOR THAT DEFEATS COMPETITION

SELL A REFRIGERATOR THAT GIVES YOU THE MOST PROFITS

SELL THAT THE FLORIST SHOP OWNER IS LOOKING FOR

THE "Character" FLORISTS' DISPLAY REFRIGERATOR IS THE REFRIGERATOR

Write for Literature, Discounts and Dealer Cooperation.

"Character" REFRIGERATORS CO.

47 West 28th St. • New York 1, N. Y.